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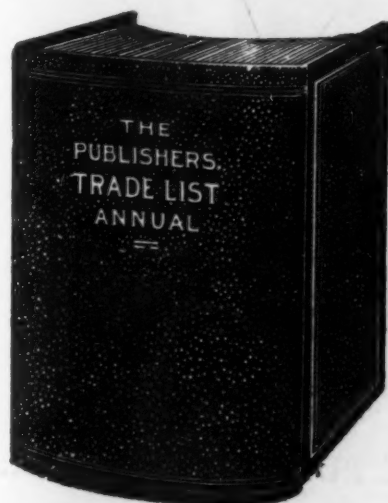
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Forthcoming Issues

✿ ✿ ✿ "Selling Business Books in the Bookstore," by Ruth Leigh, will be the leading article in the next issue of the *Publishers' Weekly*. ✿ ✿ ✿

✿ ✿ ✿ A chapter from Thomas Madigan's new book "Word Shadows of the Great," soon to be published by Stokes, will appear in our Annual Rare Book Number, on November 16. This chapter deals with forgeries and is called "How Do You Know It Is Genuine?" In the same issue there will be an article dealing with the personality and career of Charles A. Sessler of Philadelphia. ✿ ✿ ✿

✿ ✿ ✿ Ruth Brown Park has written an article for a November issue, on the window display theory of the Pennsylvania

Terminal Bookshop, to be called "All Aboard Windows." ✿ ✿ ✿

THE PUBLISHERS' WEEKLY

The American Booktrade Journal

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Circulation
Advertising
Business Manager

ALBERT R. CRONE
LOUIS C. GREENE
JOHN A. HOLDEN

\$5 a year

15 c. a copy

62 West 45th Street
New York City

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, NOVEMBER 2, 1929

Support the Built-In Bookcase

Built-in Bookcases Grace the Sitting-Room, Hall, Den, Bedroom, and Kitchen, Offering a Splendid Opportunity For the Bookseller to Increase His Sales by Contact With the Architect.

Joseph Wharton Lippincott

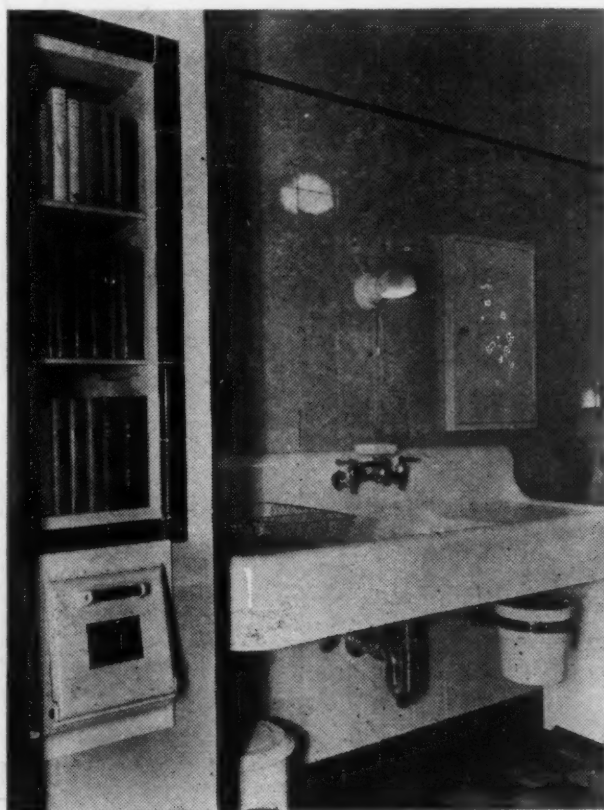
President National Association of Book Publishers

WE hear it said that the degree of prosperity can be measured by the amount of new building being done. Certainly every house that is put up means order for much material and labor. But in the past we have not generally linked this with profits in the book business.

I believe that the growing fad for built-in bookcases is keeping up book sales today, and that without it the bookseller would be facing definite losses. This is still the greatest magazine reading country in the world. The public uses every possible excuse to avoid buying books—from the bookstore; yet suddenly a demand that nothing except books can

fill, is innocently introduced all over the country by nothing more nor less than the gradual awakening of decorators and architects to the beauty and utility of this new style of shelf, with all the latitude it affords to artistic renderings.

Find the number of new houses going up today and you can calculate the growth of this demand. It developed rather recently, so household magazines carry articles and pictures galore, advertising pages feature it, and architects vie with each other in thinking out new styles. It fits into the decorative scheme of any house. It gives life to the deadest room and improves any corner from cellar to attic.



Books in the Kitchen, properly shelved, are a great attraction. (Grand Central Palace, N. Y. Home Making Center)



*Bookcases of a more conventional nature, for an apartment or small house
(From "The Little Home that Budget Built," John Wanamaker, N. Y.)*



*For an informal moderately expensive room in bright colors, lower shelves
are effective. (Mattie Edwards Hewitt)*



Books in the bed-room, small in number, should fit unobtrusively into the room arrangement. (Mattie Edwards Hewitt)



Effective use of corners for book-cases. The window flanked by the ceiling height cases makes a pleasing wall unit. (Delineator Interiors)



A formal use of built-in cases successful in Jacobean or Elizabethan adaptations. (Mattie Edwards Hewitt)

I am not trying to exaggerate. Cellars have been fixed up as cozy dens and reading rooms, with little more than built-in bookcases, lights and draperies to embellish the walls. The time when books belonged only in the library is past. The sitting-room, parlor, hall, den, bedroom and kitchen are not complete without their built-in cases, nor even the bathroom where health books can have the proper nook.

We are profiting at the moment from the need for books in individual homes built during the past few years, just as the lending libraries are profiting by the recent tiny flat or apartment house craze. But the built-in bookcase is still on the crest of the wave, indeed it has scarcely yet come to its full tide, and now is the time to get behind it and keep it going! It isn't something that applies only to a few communities. The vogue extends from coast to coast. And it is just as strong in Hollywood as in Boston—perhaps more so.

The problem is twofold: how to get all those who build new houses and those who own old houses, to understand the value and ease of putting in as many as

possible of these modern and essential conveniences; and how to bring the consequent business into the bookstore.

One hears that there is nothing quite so good as word of mouth advertising. Why don't we all study up the subject of built-in bookcases, find out who has them, how they like them, etc., and then not let a customer go out of a bookstore without an earful! I believe that a cooperative friend could be made of every architect and builder in a community. The progressive ones would give drawings, photographs and suggestions as to cost.

Getting the business is a trifle more complicated, but if I worked in a bookstore I think I should get in touch with every prospective house owner just as soon as he sent out the plans for bids. I would write him, and, when he moved in, I would arrive there with the groceries, or before if I could, and have a look at his nice, new, empty built-ins. After that if I couldn't nail an order—a big one—with good will for the future oozing out all over it, I'd know that he was an Eskimo or that I ought to be selling shoe strings.

Why a Tariff on Maps?

American Made Maps Superior to Foreign Made Maps

H. B. Clow

President of Rand McNally & Company

THE making of a map is a slow tedious process. It is all headwork and handwork until the plate is completed and ready for the press. Source material must be investigated, the material to go on the particular map selected therefrom, the drawing must be drafted and copy prepared for the engraver; the engraver must engrave the plate from which is made the master and duplicate printing plates. No mass production is possible in this work. The making of a drawing and plate for a wall map of a country may take several men many months and some maps have taken years to make. The making of a map plate is not comparable to the making of a book plate containing letter press and illustrations made by the halftone process. The plate cost of an ordinary book may be \$1000.00 or \$2000.00 which can readily be absorbed in an edition of 10,000 copies, which in an ordinary book is less than a year's sale; but the cost of making the map plates for an atlas, such as Goode's School Atlas published by Rand McNally & Company, containing 96 map pages, was over \$94,000.00. The sales of atlases and maps are limited, and this capital cost must be amortized over a period of years. Each time an atlas or map goes to press the plates must be revised to bring them up to date, at a considerable expense. Maps and atlases should therefore not be classified with books in any tariff adjustment.

It is the creative labor of maps and charts which should be protected. So long as American publishers of atlases and geographies were having their maps made by American map engravers, of which there are a number in the United States, the tariff was not an acute matter, as all domestic publishers were then on an equal competitive basis in so far as costs were concerned. Recently, however, some pub-

lishers, who have no printing or engraving plants of their own, have had the maps for their publications made in Europe where the average wage scales are from 25% to 35% of the wage scales paid in the United States, as shown by the following table which was introduced in evidence before the Congressional Committees:

Comparative Wage Scales Based on a 48-hour Week

	Berlin	Edinburgh	London	Chicago
Cartographer ..	\$19.10	\$21.82	\$20.61	\$54.00-\$70.00
Map draftsman	21.42	21.82	20.61	42.00- 54.00
Map engraver..	16.54	20.61	24.25	24.00- 58.00
Compositor	15.47	20.37	17.22	59.45
Electrotyper ..	13.33	21.34	20.77	69.82
Lithographic pressman	14.75	20.37	20.53	65.45- 70.91
Typographic pressman	14.75	20.37	\$21.58- 26.19	55.19- 62.18
Photo-engraver.	16.54	14.25	24.25	62.71
Lithographic camera man..	12.51	24.25	20.61- 33.95	65.45- 98.17
Lithographic transfer man..	16.51	20.37	19.40	65.45- 70.91
Bookbinder	12.45	20.37	18.02	52.00
Average for all above employees	\$15.76	\$21.45	\$21.53	\$61.91

Since the principle of protection of American labor and American industries by means of tariff has been universally recognized and advocated in the last presidential campaign, the map engravers of the United States deemed that they had a right to petition Congress for relief, in fact they deemed it a duty to do so to preserve this industry in the United States.

The Congressional Committees held hearings upon this subject and heard both the domestic map makers and the importers of foreign made maps and upon the evidence thus adduced the Senate Finance Committee recommended that the duty on maps and charts be increased 15% thus making the rate 40%. Since the labor sought to be protected is all mental and manual labor it will readily be observed that a 40% tariff will not compensate

for the difference in wages between the United States and foreign countries, but it does afford a degree of relief.

John W. Hiltman, President of D. Appleton & Company, one of the American companies which has imported maps, in an article appearing in the October 19, 1929, issue of the *Publishers' Weekly* objects to a tariff on maps on two grounds.

First, that the London wages are not as set forth in the above table.

Our answer to this objection is that the scale given in the above table was furnished by United States Consul General Halstead at London. In the scale given by Mr. Hiltman, cartographers are rated at \$50.00 to \$120.00 per week. This item must include executive salaries. No cartographer in the United States receives \$120.00 per week unless he is a chief cartographer or an executive. Salaries of chief cartographers and executives are not included in the above table. Chief cartographers and executives receive much more than \$120.00 per week in the United States.

Second, quoting from Mr. Hiltman's article, "American made maps for school purposes did not attain the high standard of maps produced in England or Germany."

Mr. Hiltman used the past tense of "do" advisedly because this statement has not been true for many years. The maps in the Appleton Atlas exemplify that the contrary is true. American made maps are superior in legibility, accuracy, quantity of information furnished and a better use of equal area projections. The maps in the Appleton atlas are inferior in all these points. On the count of illegibility we can call no higher witness than Appleton's own editor Professor W. R. McConnell who says in the preface of the Appleton Atlas:

"The omission of many of the names in the atlas might have improved the appearance of the maps and rendered them more graphic. Practical purposes, however, had to be borne in mind and an atlas with a scanty supply of names would hardly meet the requirements of teachers and students."

Professor McConnell was undoubtedly familiar with the uncrowded appearance

and the legibility of American made maps and was therefore under compulsion to explain, if he could, the reason for the illegibility of the Appleton maps. A comparison of the map of Great Britain in the Goode Atlas with the corresponding map in the Appleton Atlas will demonstrate the error of Professor McConnell's conclusion. The American map appears to be a map having fewer names and less congested. The English map shows a very congested condition. The fact is that the American map carries 468 names as compared with 364 in the English map. The American map is read without difficulty whereas it is very difficult to decipher the English map. Rand McNally & Company obtains this result by reason of superior skill in line drawing, in the placing of names, in selection of style and type and in color.

In the matter of projection the English map maker is still using the obsolescent Gall's cylindrical projection for his world maps. The use of this projection for presentation of areas or distances is pedagogically unsound as the northern areas are presented on this projection two or three times their proper size.

We call as witnesses to the worth of American made school atlases and American made wall maps for school purposes, Professor A. E. Parkins, head of the Geography Department of the George Peabody College for Teachers at Nashville, Tennessee and joint author of the McMurry & Parkins geographies published by the Macmillan Company, G. B. Roorbach, formerly of the Geography Department, University of Pennsylvania, now Professor of Foreign Trade in the School of Business Administration of Harvard University, and Baron Sten de Geer, internationally famous as a geographer and head of the Geography Department of the University of Stockholm, Stockholm, Sweden.

Professor Parkins says:

"All geographers acquainted with both the American and European atlases will unanimously proclaim Goode's School Atlas the best ever offered to American colleges and schools and the general public. This atlas represents the highest attainment of American map makers and shows what map engravers and printers may do when a master cartographer has the opportunity to direct their work.

"The atlas will fill a long felt need for a usable set of maps in geography, history, literature, and other classes in our colleges and normal schools. There are few courses in these subjects in which it will not be serviceable. It will be invaluable to elementary schools the country over, for it will give the pupils at a very reasonable price a wealth of maps that may supplement

those in the geography text in use."

Professor Roorbach says:

"We like so well the Goode series of wall maps that we are adding the whole series to our collection. They not only appeal to us because of their accuracy, but especially because we regard them as the most practical wall maps published. They can be seen by even the men in the back row, and that is one



Part of the Map of Great Britain and Ireland reproduced in actual size from
"Goode's School Atlas"

of the most important features of a wall map" Baron Sten De Geer says:

"Prof. J. Paul Goode's school atlas bears witness to the ability and many sided interests of its author. This first attempt to create a large American standard school atlas will surely prove a success. The rich colors of the maps make the distribution of geographical phenomena clear and data easily read. The many world maps in interrupted homolographic projection are a decided advantage, as is the series of eight maps on the same scale showing temperature,

rainfall, vegetation, relief and population density of each continent.

I have already seen the eagerness with which several young geographers at the University of Stockholm, Sweden, have begun to study Goode's school atlas, though we have several excellent European atlases. It is because of its many new features, and quite especially because of its clear representation of the economic geography of North America. I am sure European geographers will follow the development of Goode's Atlas with interest."

"We Fly" Found to Be a Hoax

THE discovery that "We Fly," supposed to have been written by Col. Charles A. Lindbergh, was one of the cleverest hoaxes ever attempted upon a publisher, and came in the nick of time to stop its publication, as well as magazine serialization. Gordon Dorrance, head of the Philadelphia publishing house, discovered through his precaution that both the manuscript which he had received and the contract for its publication were forgeries, though both were apparently signed by the Colonel.

Several months ago Mr. Dorrance received a letter from Los Angeles stating that Lindbergh had written a new book which he wished the firm to publish for him. The letter was signed "Donald Keyhoe" which seemed quite in order as Keyhoe is well known as flying mate and friend of Lindbergh. The publisher asked that the manuscript be sent on, and in due time it arrived. At this time the Colonel had lately been married and was away on a Caribbean trip which kept him out of the country during the weeks in which negotiations were being completed for the publication of "We Fly." About the time of Lindbergh's return, the contract for publication was sent to Keyhoe in California, and again in due time was returned to Philadelphia, apparently signed by Charles A. Lindbergh, with Donald Keyhoe acting as literary agent.

At this last moment, a turn of chance undid the hoax. The real Donald Keyhoe came to Washington on a business trip. As the "Keyhoe" with whom Mr. Dorrance had been negotiating had said that he would not be in the East, the publisher was a bit surprised and went to Washington to call upon the man who, he had every reason to believe, was an important literary agent. The Mr. Keyhoe in Washington was amazed. He had no idea that Lindbergh was even considering another book. Rapid inquiry disclosed that the author of "We" knew as little of "We Fly" as did his friend, Keyhoe. All plans for publication were immediately cancelled.

The hoax was almost perfect in every detail. Experts say that the manuscript could only have been written by a seasoned aviator who also has an excellent understanding of the problems and possibilities of the future of aviation as several chapters dealt with this subject.

Exactly how the mail, during the months of negotiations, could have been diverted so that Keyhoe did not receive the publisher's letters which were correctly addressed to him, remains a mystery. The forged signatures defied detection by experts. Every effort is being made to apprehend the hoaxer who was frustrated only at the last minute through the chance visit of Keyhoe to Washington and through Dorrance's caution.

But Why Not Buy Books?

Clemence Dane

I HAVE a friend who has a large house, a lovely garden, pretty clothes, three maids and a good income. She would be hurt if she didn't dine out at least once a week and go on to a show. She goes abroad every year and, generally speaking, does herself well.

But when she stayed with me recently she spent all her time in my book-room, wailing "Oh, how lovely to have such masses of books! I do so adore reading. I've been waiting a month for the new Galsworthy. How lucky you are to have as many books as you want!"

"Well," said I, "what's to prevent you buying as many as you want?"

"What! Buy books?" said my friend, horrified. "Spend a whole seven and sixpence at a time on a novel? My dear, that's extravagant!"

"But," I said, "you'd spend seven and sixpence on a chicken or a melon, wouldn't you, or buy a pair of gloves or take a couple of taxis without feeling extravagant? You buy food and exercise to do your body good. Then why not buy books to do your mind good?"

"Ah, but food is necessary and so is exercise," said my friend, who likes a good lunch as much as she likes a game of golf; and nothing I said could persuade her that her unfortunate mind had a right to a little food and exercise too. She continued to insist that it was extravagant to buy books

when you could always borrow them from the library.

Now lending libraries certainly provide admirable opportunities for trying out books which you may or many not want to own: just as Mrs. Leo Hunter's drawing-room provides opportunities for making fresh acquaintances. But are you content,

when you like your new acquaintances, to let Mrs. Hunter arrange your future meetings? Not you! You ask your friends to stay with you in your home.

Just so, when I like a book I want it to come and stay with me; in other words, I want to buy it. I am not going to miss a friendship for the price of a couple of chocolate sundaes. I want to take my time over the latest poet: poetry, like wine, is better for keeping. And when I have seen a new or an old play, I want to read it again at home.

For if friends nourish your heart, books nourish your spirit. Indeed I would rather go without my dinner one a week than go without the chuckles

of a Jane Austen or a Dickens or a Max. I don't travel so much that I can afford to lose the description of a Tomlinson or a Melville. I can't run a salon that will attract the Carlyles and the Brownings and the Merediths of our day: so how am I to share their wisdom and their dreams unless I learn to consider it a duty instead of an extravagance to buy books?



Clemence Dane

is a particularly versatile person. Actress, portrait painter, a dramatist whose plays have been successful in London and New York, a novelist of note, her latest venture is a critical appreciation, "Tradition and Hugh Walpole," Doubleday, Doran.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

November 2, 1929

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Business Is Sound

AS the speculation values of the stock market disappeared in the series of crashes which ended Wall Street's October, business men are looking over the situation to see what the effect of this market wavering is likely to be on their own business. Will the disappearance of a year's paper profits curb production and retailing in varied fields? The comments and statistics in the press are reassuring.

Dr. Julius Klein, Assistant Secretary of Commerce, who is one of President Hoover's closest friends, discussing the business outlook over the radio on Tuesday, took the position that the New York Stock Exchange is not a major barometer of business. A decline in security prices, he added, does not greatly effect the buying power of the country. "Those involved in the speculative activities of the past few days are not more than 4 per cent of all the families in the entire nation," said Dr. Klein.

"The normal purchasing power of the United States has not, said Dr. Klein, 'been appreciably impaired by what has happened on the stock exchanges of the country. Regardless of speculative uncertainty, the industrial and commercial structure of the nation, he declared, continues sound. The country, he said, as regards stock prices, has been under the influence of 'a boom psychology.'

"The most conclusive evidence that the progress of American industry and commerce in recent years has not been fictitious, has not been a mere inflationary boom, lies in the steadiness of prices of commodities. Against the immense advance in prices of securities, those of goods and services have for years been stationary or with a slight downward trend. A business boom which threatens a subsequent collapse of business is always accompanied by considerable, if not great, advance in commodity prices."

"There is nothing in the general situation," says the New York *World*, "to suggest more than a slight retardation of activity. General business is singularly free from the ailments which have afflicted the stock market. There is no inflation of commodity prices; the level of wholesale prices is about 5 per cent. lower than in 1926. There are no swollen inventories such as developed on the eve of the great depression of 1920-21; manufacturers and merchants have adapted themselves to the new policy of hand-to-mouth buying. The amount of unemployment is negligible; wages remain high and purchasing power is correspondingly good. Business failures have recently shown a marked tendency to decrease. Whatever adverse effects may follow the recent events in Wall Street should thus be short-lived. They are merely the by-products of the country's return to the normal economic condition which is essential to healthy business and a firmly rooted prosperity."

More Book Begging

THE discussion in the *Publishers' Weekly* on the humorous aspects of book begging has brought to the attention of the *Weekly* many specimen letters of the type that publishers and authors are constantly receiving. One publisher sends a letter received from the United States Department of the Interior, Geological Survey, written to an author. The letter begins:

"Your recent publication would be a most notable addition to the Library of the United States Geological Survey. Would it be possible for you to donate a copy?"

"I might perhaps have better prefaced

my request by stating my regret that the funds at the command of this Library do not permit of the cash purchase of many important publications where the inclination is strong to support an author in the issuance of a comprehensive and valuable product. However, it is almost entirely by means of extensive donations from authors and publishing agencies that the Geological Survey has built up its large special library."

The publishers feel that the height of the ridiculous has been reached when a government department allows its librarian to write to authors with requests such as this stating that the library has been built up almost entirely of donations from authors and publishers.

Another letter, sent to a Chicago publisher by the Department of Agriculture Library in West Block, Ottawa, reads:

"Dear Sir:

I beg to request the favor of a copy of the publications indicated hereunder for the library of the Department of Agriculture.

Assuring you that the courtesy will be much appreciated, I am,

Yours truly,

THE LIBRARIAN.

Item desired: 'Kennel Building and Plans' by W. L. Judy."

Use of Book Jackets

THE book jacket is not only important in the bookstore as a means of display, but public libraries make good use of them by putting them out on bulletin boards, so that the newly received books are displayed by means of their jacket in the foyers, while the book itself is in circulation. Still another use of the jacket was suggested by Alice Jordan of the Children's Department of the Boston Public Library. In a recent talk to the librarians in Rhode Island she suggested that librarians who give talks on books to children would do well to take the jackets along to visualize the volume to those to whom they were speaking. To carry a full collection of books to distant points was not easy, she said, but the jackets give children a sense of the reality of the books and hold their attention much

better than the mere calling off of the names.

Getting at the Bookseller's Problems

SOMETHING new in trade cooperation for the increasing of store efficiency and store sales is being tried out in a few book centers and, judging by the success of these first experiments, should be supported on a wider scale.

On October 16th at the invitation of the bookstores of Albany, Troy and near-by cities, Ruth Leigh of New York, well known for her writing and field work in merchandising, went to Albany for three days' conference on store and sales methods. On Thursday and Friday of the same week she lead similar conferences at Syracuse.

The suggestion for these meetings came from Marion Humble, secretary of the National Association of Book Publishers which underwrote the expenses. The Association has this week been studying the reports from both cities and has found them so favorable that it expects to try two other book centers during November and then to decide whether such a program can be developed on a broad basis next year.

At Albany there were thirty-six present from five cities at the dinner Monday night when Miss Leigh discussed new methods of business building and there were continuing discussions Tuesday and Wednesday evenings. During the day, Miss Leigh visited the stores for conferences. John Skinner and R. F. Clapp were active in arranging the meeting, and a permanent organization has resulted with J. Roy Collier of Troy as president and Helen T. Fay of the State College Bookstore as secretary.

In Syracuse Louis A. Keating was the active organizer, and practically every bookman in town was present, over forty in all. The talks were found most practical and helpful, and the audience brought forward significant points for discussion. There is a new idea in the conferences that may prove of immense practical value to retailers and therefore to publishers.

Miss Leigh is well known to readers of the *Publishers' Weekly* by her frequent articles on merchandising.

Featuring the Illustrator

Ruth Brown Park

THE A. T. Lewis Dry Goods Company, in Denver, has a bookshop, and that bookshop has a theory: Get to your public, some of it at least, through its art interest. Attract to your shop people who otherwise might never come in; attract them through the pictorial pull of books. And do this with art exhibitions of illustrators—And do it with thoughtful dignity and nicely detailed precision, in order that the spirit of the idea may be in keeping with the idea itself. Make your bookshop an art center, and art lovers will patronize it. Book lovers are usually art lovers, so they will patronize it, too. The combination is ideal, and has worked out ideally for A. T. Lewis and Company.

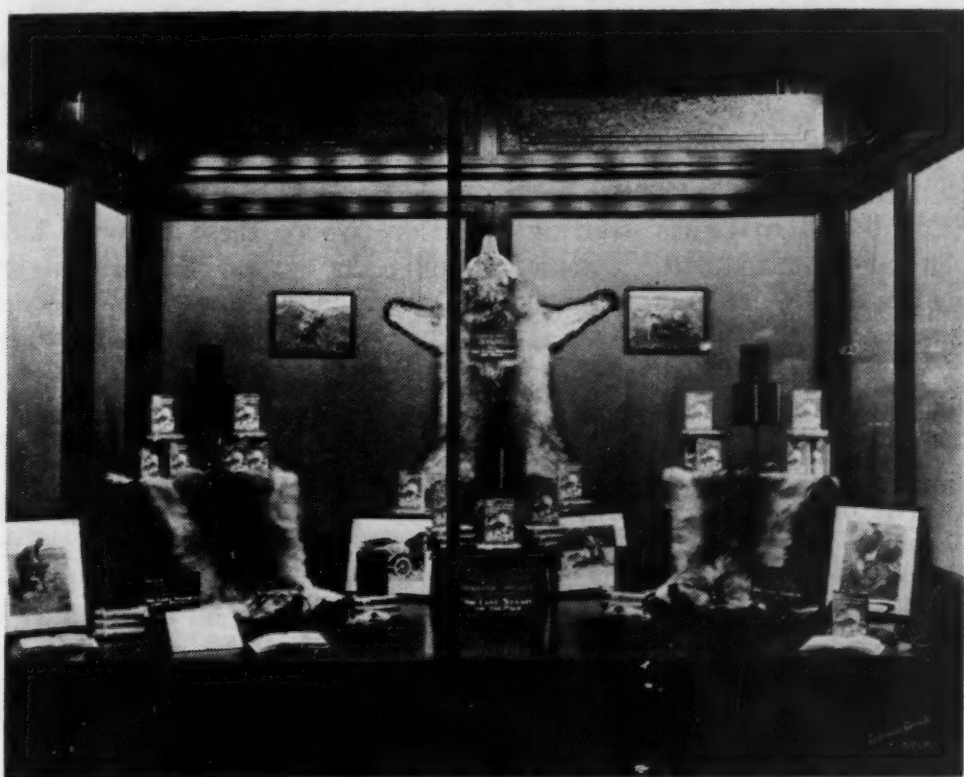
At the head of A. T. Lewis and Company, are Mr. A. D. Lewis and his wife, Martha Lewis. Mr. Lewis has had an ideal always concerning his bookshop. It must carry a worth-while stock, particularly a worth-while children's stock. Mrs. Lewis, a real student and psychologist with a gifted pen, has had an ideal for the presentation of that stock. No one in Denver has cleverer newspaper copy, nor cleverer schemes for attracting that public. A. T. Lewis is not a huge store, but it is an unusual store.

To illustrate Mr. Lewis' idealism towards his book stock: Several years ago, a buyer he had insisted on stocking some cheap series. At last, when all warnings failed, Mr. Lewis appeared one night, at closing time, in the bookshop. He asked the clerks and the buyer to line up. He then asked that they all take an armful of the taboo series, and march down to the furnace room with them. There, the furnace door was thrown wide open, and soon flames were licking up the contraband stuff. Later, someone asked him why he did not send the books to the Orphans' Home, instead. One can imagine the curled-lip reply, to that, from a man who has such a high standard of reading for all children, rich or poor alike.

To help reach these children, and to give them something stimulating, every Saturday morning the Auditorium of the store is the scene of a costumed play, enacted by children, for children, the only admission card needed,—clean faces and clean hands. Hundreds of children attend and hundreds more are turned away. Two or three times a year, a costumed book pageant is given, and book titles appear, glitteringly garbed, to chatter entertainingly before the delighted children.

In this same auditorium, many grown-ups have been guests of the Lewises. Several years ago, an old and rare book contest was planned and prizes offered for the most interesting book. For days ahead, advertising and general scouting worked up public interest, so that when the actual exhibit was made, some really valuable old books were unearthed. This was one of the first attempts of this kind in Denver, and awakened a real interest in collecting. The next auditorium event was a very large exhibition of illustrators. Invitations were sent out to the members of the Denver Art Museum and other Lewis book fans and all week the auditorium was crowded with interested visitors.

Realizing the benefit to bookbuying, derived from this exhibition, Agnes Parrish, the present capable head of the book department, decided to take advantage of a series of original illustrations offered to the public by Dutton. These were the John Vassos originals for "The Ballad of Reading Goal." This time the bookshop itself was used as a background for the drawings. Book shelves were removed from one whole set of cases at the side of the wall; black compo board put in the back of these cases, and when the framed pictures arrived they were carefully hung against this black; then they were "tied up" with a large display of the book itself. Mrs. Parrish says, never once has she overstocked, when she has put on one of these displays. The originals more than



Another way of creating interest in the Lewis Store in Denver is the effective use of the window. A recent window displayed a book by two Denver authors, "The Last Stand of the Pack" (Sears) by Arthur Carhart and Stanley Young. A remarkable collection of souvenirs including skins of a famous pack of wolves was used with copies of the book

sell the book. Following the John Vassos, she had Lois Lenski's group for "The Little Girl of 1900" (Stokes); "The Monkey that Would not Kill" (Dodd-Mead); and "Alphabet People" (Harpers.) Next Valenti Angelo's "South Wind" originals, and then, Frederick Richardson's "Little Peachling," honored by the Society of Graphic Arts. Wanda Gag's "Millions of Cats," was very successful and helped sell hundreds of the edition. Then, followed "Pinochio in America," and just recently, Willy Pogany's beautiful "Mother Goose" drawings in color.

The method employed by A. T. Lewis, in popularizing these drawings, has been two-fold: Clever daily indirect newspaper announcement, with a free column of advertising in the *Rocky Mountain News Book Reviews*, on Sunday. Then the direct method,—sending out well-executed invitations to a carefully culled card catalog list of subscribers. With Lewis, this meant over 1,100 invitations. To

estimate the exact benefit of these pictures, would be impossible. But the directors of the Lewis book department feel it is very large: first, from the out-of-way people who come into the department; second, from the actual number of books of the particular illustrations sold, and third, from the publicity the department receives because of the exhibition. Weeks after a certain group of drawings have been hung, and gone back to the publisher, some stray being will wander in, ask to see that particular book, and then buy it.

And as Mrs. Parrish points out: Securing the drawings is not difficult, for both publishers and artists are very co-operative in the matter. Simply write the publisher and he will send them, framed, to you. Or if by any chance, the drawings are in the artists' hands, the publisher will give you his address, and on request, he will forward them to you. Then, of course, extreme care is exerted in returning them to either the publisher or artist. But the pleasure derived by the

public, and the interest excited in the book, are more than worth the trouble of putting on an exhibit.

"Anything unusual helps the book business," says Mrs. Parrish. "Buying by chance, a few French books in New York last year, suddenly led to Lewis' starting a real French book department. People were delighted with the colorful French children's editions and bought them at once. Then, hearing of these editions, the Alliance Française and the Sévigné Club asked if we would not stock French novels. This led to my taking up French, and the president of the club helping me pick out a suitable French stock. We now order directly through our Paris office and find this is a great help."

Then having sponsored authors, who speak in Denver, has centered attention on the shop, and having formal engraved invitations to meet these authors in the shop afterwards, has increased interest. More than two hundred people came to chat with Richard Halliburton after his lecture here, and Elmer Davis, whose lat-

est book is "Giant Killer," proved delightful to the many Denver people who met him.

A Denver writers' colony at Indian Hills, Colorado, has brought forth many speakers, and Mrs. Lewis has sponsored one or two of these lectures, later entertaining the author, with Lewis patrons in the store. Over the radio, it is announced once a week that short magazine stories, written by local people, may be obtained at Lewis's.

For a summer study course at the University of Denver, Lewis furnishes the programs free of charge—On the back of the programs, Lewis announces that "books may be bought at Lewis's."

"Never missing an opportunity to do the nice thing for the public," seems to be the A. T. Lewis motto. And in return, the Denver public does not forget to do the nice thing by Lewis. For nowhere is there a more attractive and more satisfactory place to buy a book in the Middle West, than at A. T. Lewis Dry Goods Company, Denver, Colorado.

They Say That

MACAULAY is supplying *Cape and Smith's* recent "Ex-Wife," with a mate, "Ex-Husband," the first week in November. The gentleman author prefers to remain anonymous. ❀ ❀ ❀

Theodore Dreiser is mentioned in Stockholm literary circles as a possible winner of this year's Nobel prize in literature. The prize this year is worth \$46,192, a new record, and represents an exceptionally high yield of the Nobel Foundation investments, mostly in Swedish securities. ❀ ❀ ❀

Maurice Dekobra, author of "The Madonna of the Sleeping Cars," whose new novel, "Serenade to the Hangman," is being published by Payson & Clarke on October 26th, is coming to this country for a visit sometime this winter. ❀ ❀ ❀ The coat of arms used on the jacket of "Peter the Great" by Stephen Graham (Simon & Schuster) isn't Peter's coat of arms at all, but that of the late Czar

Nicholas. ❀ ❀ ❀ "Tay Pay" O'Connor, "father" of the House of Commons, has given up his famous newspaper *T. P.'s Weekly*. ❀ ❀ ❀

Erich Maria Remarque is hard put to it to get some sort of peace for himself these days. Avid admirers have gone so far as to pull the name plate from his house in Berlin and his candidacy for the Nobel Peace Award may have to be ignored because it was belated. However, things may very possibly pick up for the harrassed author of the phenomenal best seller. Reports have it that Herr Remarque is leaving Berlin for the country where one doesn't need door plates anyhow, and there are two other peace prizes at the disposal of the Norwegian Parliament. The British press has suggested that one of them be awarded to Remarque. ❀ ❀ ❀

Byron Steele, whose "O Rare Ben Jonson" was published two years ago by Alfred A. Knopf, is now elevated to a French

translation of the aforementioned book,—elevated because the title is as imposing as this: "Adventureuse Existence de Ben Jonson Poète de la Cour et de la Traverne." ❀ ❀ ❀

Fleta Campbell Springer's biography of Mary Baker Eddy, "According to the Flesh" will be serialized in the Outlook before it is brought out as a book. ❀ ❀ ❀

Mr. Arlen is now in Paris walking up and down, down and up. He is looking for an apartment, and plans to make his home there. On November 8th, Michael Arlen again comes into the limelight with the publication by *Doubleday, Doran* of "Babes in the Wood," a new volume of short stories which are intended as a relaxation for those who are always traveling but never reach a destination. ❀ ❀ ❀

Harry Salpeter will come into his own as an author when *Coward-McCann* publish "Dr. Johnston and M. Boswell" on November 8th. Claude G. Bowers says of this book that it is a "scholarly and fascinating piece of work." ❀ ❀ ❀

Twenty-four paintings by A. E. (George Russell), Irish poet, editor and artist, are on exhibit for two weeks (ending November 8th) at the Helen Hackett Gallery, 9 E. 57th Street, New York. They are chiefly poetical landscapes with figures. ❀ ❀ ❀

A short time ago *Macmillan* announced an official biography of the Prince of Wales. To this information is now added the late November publication of a biography of King George V himself, from the same house. ❀ ❀ ❀

The first dime novel published in the

United States, "Malaeska" by Mrs. Ann S. Stephens, will be brought out this week by the *John Day Company*. Dr. Frank P. O'Brien, a collector of Americana, has searched for more than thirty years for the original published by Irwin P. Beadle & Co. in 1860, and the recent discovery of a first edition brought about his decision to republish the first of a series that was criticised for two generations. The book has an introduction by Mr. O'Brien. ❀ ❀ ❀ A reproduction of the cover of a Beadle's "Yellow-Back" is carried as the frontispiece of Edmund Pearson's story of that era of publishing, "Dime Novels," *Little, Brown*. ❀ ❀ ❀

The rumor that Ruth Hanna McCormick hired Thomas Beer to write a book "whitewashing her father's memory" for sums ranging from \$50,000 up is emphatically denied by the author. "Hanna" was published November first by *Alfred A. Knopf*. Mr. Beer's statement of denial was made necessary by what he calls "the quaint conduct of a veteran publicist and a younger author of fiction." The author of fiction reported in several quotations, the amounts offered, supposedly by Mrs. McCormick, until in the latest one her fee reached terms so imperial as to be ridiculous. ❀ ❀ ❀

With the publication of "The Way of Ecbe," October 16th, by *McBride*, James Branch Cabell retired from the literary stage. Mr. Cabell states the reasons in the book itself. Carl Van Doran disagrees with Cabell's reasons, and says that a writer cannot lay down his pen forever at 45, and predicts another Cabell book. ❀ ❀ ❀

"May I assist you, madam?"

"N-no—I'm just on my way to the religious books."



From
"The Second
New Yorker
Album,"
an October
publication
from
Doubleday, Doran

Chicago Book News

Milton Fairman
of the *Chicago Evening Post*

THE annual showing of "The Fifty Books of the Year" was opened in October at the Newberry Library with an address by Thomas Erwin, Chicago advertising man and book collector, who talked on "Modernism" in book design. In connection with the showing there is an exhibit of "Fifty British Books of the Year," which was selected by the First Edition Club of London.



A branch of the music department of the Oxford University Press will soon be opened in the Lyon & Healy building, Wabash avenue and Jackson boulevard. Leasing this space, the press has taken over quarters in the heart of Chicago's music district, surrounded by music publishers, dealers in instruments, and concert halls.



A check list catalog of miscellaneous books from the shop of Walter M. Hill at 25 East Washington street is at hand listing rare editions and fine bindings. Also, a catalog of recent date comes from Targ & Dordick at 808 North Clark street.



Brentano's Chicago store at 63 East Washington street has tried several sales building features with enviable success during the last few weeks. To supplement exhibits of the two most recent histories of Chicago, there was shown a collection of early prints of the city—and anything of the '60's or '70s is early for Chicago—which attracted considerable attention. Also the entire cast of "Journey's End" called at the store one afternoon to autograph copies of the play, which is reported to be enjoying almost as good a sale as tickets for the production now are.



Sara L. Mitchell, who has been librarian of the Ryerson and Burnham libraries of the Chicago Art Institute, has an-

nounced her resignation from the institute staff. Her place will be taken by Etheldred Abbott. Miss Abbott comes to Chicago after serving on the staffs of Wellesley college and the University of Cincinnati, where she was reference librarian.



Paul Theobald of the art department of Kroch's Bookstore, 206 North Michigan avenue, is back in the city after a three-month tour of Europe. A visit to Poland, and short stays at Vienna, Berlin, and Paris were included in his itinerary.



Colleague John Drury of *The Chicago Daily News* has prepared a second edition of his "Chicago in Seven Days," which should come from the presses of Robert McBride & Co., very shortly. Also, Meyer Levin of the *Chicago Daily News*, whose recent novel "Reporter" had quite a sale, has written "Frankie and Johnny," a novel which will be announced soon.



The Chicago Civic Shakespeare Society which opens a first annual festival November 11th to be followed by twelve weeks of Shakespeare repertory given by Fritz Leiber and a specially selected company has just announced a contest with prizes for the most intelligent selections of a One Foot Shakespeare Bookshelf, a collection of books best enabling the average person to secure an appreciation and understanding of Shakespeare. The Chicago Shakespeare Theater is the only one in the United States at present for the production of Shakespeare's plays. The contest will be open to three classes, citizens, high school students and college students. The judges will be a committee, including professors of English from Chicago and Northwestern Universities. Following the announcement of the selected list Chicago booksellers will be asked to feature the combined sets at a special price.

The Book War in Denmark

In the Effort to Insure Adequate Book Sales Denmark Is Considering Lessening the Scope of the Public Library.

Ives Jespersen

IN the United States, where publishers and booksellers collaborate heartily with the public libraries, one will find it difficult to understand the war at present waged by the Danish booktrade on the libraries of the country. But two points will explain the situation.

The first is the high general culture of Denmark. In great parts of the United States the libraries have their chief mission in breaking the ground for the booksellers through creating the reading habit in more or less non-reading populations, whereas with the excellent public schools and the extensive adult education of Denmark (People's High Schools, People's University Lecture Courses, The Workers' Educational Association, etc.) this elementary educational part of the library's work is not needed.

And the second is this: whereas the United States still suffers from a lack of booksellers, Denmark is considered to have more than enough, and The Publishers' and Booksellers' Association is doing its best to restrict their number. At present, to a population of little more than 3,000,000, we have about 450 booksellers and about as many stationers and newspaper-stands selling books. It will be seen at once, that everybody is within easy reach of books. At the same time we have some 860 public libraries with 7,000,000 yearly loans and a yearly expenditure on books of 650,000 crowns, \$325,000 (purchasing power). The libraries buy their books through the booksellers with a discount of 20%, which the publishers have to refund the booksellers in addition to their own margin on these sales of 20% (in all 36%, e.g., \$1.00—.80—.64).

The first attempt to restrict the very extensive free reading of popular fiction came

from a well-known author, Mrs. Thit Jensen, who proposed an author's royalty of 5 c. on each loan of copyright fiction through the public libraries. This idea was later dropped, and The Publishers' and Booksellers' Association this year have made the following proposals: (1) all copyright fiction should be kept from circulation in the public libraries for 4 months after publication, and (2) no book obtainable through the ordinary booktrade should be bought by the libraries second-hand; these two points granted, the libraries should keep their discount of 20%. This was rejected a few days ago by the libraries, and at present the parties are coming to terms on a basis of 15% discount and no restrictions.

A new and interesting development of the matter was brought about by the publisher Mr. Hasselbalch, who declared that in the book on his fall list likely to be the most popular, he was going to print a prohibition against the loan of the book by the libraries without his or the author's special permission.

Eminent lawyers hold the opinion that this is perfectly legal, and everybody is awaiting the issue with the greatest interest. Mr. Hasselbalch's proposal for a future agreement is, that the libraries pay twice the retail price of copyright fiction.

As the public libraries are very important customers of the booksellers—the libraries of Copenhagen buy yearly for more than 100,000 crowns—\$50,000 (purchasing power)—and as many books of a very limited appeal can be published only if they can be sold to the libraries, both booksellers and publishers are vitally interested in maintaining friendly relations with the libraries, and it is to be hoped that a fair and lasting agreement will soon be arrived at.

In and Out of the Corner Office



Andrew H. Hepburn

ANDREW H. HEPBURN has been appointed director of sales promotion at Bobbs-Merrill to succeed C. D. LaFollette who has transferred to the Corning Glass Works to become sales manager of their Pyrex Department. In the two years preceding his appointment to the Bobbs-Merrill staff, Hepburn was director of promotion in the Chicago district for the United States Lines. One of Mr. Hepburn's great-grandfathers was called William and wrote the McGuffey Readers. ❀ ❀ ❀

We went to see the publishers' own football team last week (2 Ticknors, a Putnam and a Harper in the squal ought to make it a trade favorite), but it was completely "marstered" by the Green. Perhaps it was because the Crimson Harper did not play. However, we'll continue to back this publishing combination to the bitter end. ❀ ❀ ❀

In Providence we found that old landmarks had shifted. No longer could we

go from the railroad station into Union Street to look for the old R. L. James Bookstore, (formerly Gregory), which is now around on Weybosset Street. And Preston & Rounds, which has been on Westminster Street since bookstores began, is over on Park Place near the big new insurance building. Both seem to have done well by the moving. ❀ ❀ ❀

From Eddy's old bookshop in Providence we hear the story that Mr. Eddy picked up a rare first edition of Poe in a recent purchase of "prints" which he sold to a New York dealer for \$500. We ourselves picked off his shelves a copy of Mr. Bowker's book on Copyright. We have wanted a new volume for some time as it has been out of print. The Bookshop at Market Square was as alert and attractive as usual. It was giving special attention to "Carmella Commands," as the author, Walter S. Ball, is a Providence writer. ❀ ❀ ❀

Rev. William L. Stidger, now at Boston, who has done so much from the pulpit to make books known, was one of the speakers at the convention of Rhode Island librarians. He is so good at pleading the cause of books that we believe he ought to be persuaded to go on the road in the interest of the booktrade. He would make booklovers wherever he went. ❀ ❀ ❀

From Helen Ferris, formerly of the *Youth's Companion* who was also in Providence, we picked up a good story about a recipe that Mrs. Hoover sent to the *American Girl*, Mrs. Hoover being for a long time an active leader in the Girl Scout movement. This recipe was to be printed in an Outdoor Number and had been contributed by an old guide. After stating all the ingredients, the recipe went on, "for occasional variety, add tomato juice," but the printer of the *American Girl*, probably being influenced by his knowledge of guides, had changed the word from "tomato" to "tobacco." ❀ ❀ ❀

Lowell Brentano, head of Brentano's, publishers, returned October 28th, on the Leviathan from a two months' trip to Europe. ❀ ❀ ❀

Censorship Opinions from Massachusetts

THE Massachusetts Library Club, which has for several years past been endeavoring to throw the weight of its influence in the direction of sanity in censorship, has at a meeting this month taken notice of the discussion of the United States Senate on October 11th led by Senator Cutting, which has made the Congressional Record of that date a valuable document in the progress toward a more liberal point of view, and has passed a resolution as follows:

"Whereas, The members of the Massachusetts Library Club, by the nature of their calling profoundly interested in the promotion of good reading and the discouragement of bad, are also convinced that progress, both intellectual and moral, depends on the American principle of freedom of discussion and freedom of thought;

Resolved, that the Massachusetts Library Club, representing the librarians of the Commonwealth, deprecates the virtual censorship by Customs officials which in practice results from the prohibition from importation of certain classes of books; approves the efforts of the Honorable Bronson M. Cutting, Senator from New Mexico, to remove such prohibitions from section 305 of the pending Tariff Bill (H. R. 2,667); and respectfully urges the Massachusetts Senators and Representatives in Congress to cooperate in such effort."

Periodical Note

ANOTHER quarterly will make its appearance in January. *Pagany, A Native Quarterly* is to be devoted to literary expression of this country, England and France. Among the contributors to the first issue will be William Carlos Williams, whose novel "Voyage to Pagany" was published by Macaulay, Kenneth Burke, Gorham B. Munson, Margery Latimer, Yvor Winters, Leon Srabian Herald, Manuel Komroff, Witter Bynner, and Parker Tyler. The bookshop sale is to be limited, so that collectors of these writers should note its arrival. Richard Johns, 109 Charles Street, Boston, is editor.

Literary Vespers

THE ninth season of Edgar White Burrill's Literary Vespers will open Novembr 17, at Town Hall, 123 West 43rd Street, with "The Conquest of Death" a discussion of "Lazarus Laughed" by O'Neill. Following this will be "The Brotherhood of Divinity," a discussion of Norwood's, "The Man Who Dared To Be God," on November 24; "The Staircase of Stars," a discussion of "The Winged Horse" by Auslander and Hill, on December 1; "The Gospel of Giving" a discussion of Van Dyke's "The Other Wise Man," on December 8.

The Literary Evenings, which go into their fifth season this year, will include ten talks confined chiefly to the season's books. These lectures will be delivered in Aeolian Hall, Fifth Avenue at 54th Street, between November 21 and February 13.

The Scientific Book Club, Inc.

THE Scientific Book Club with offices at 22 Oxford St., Cambridge, Mass., has just been launched for the purpose of stimulating deeper and more widespread interest in current worth-while books of scientific value. Under the plan, the editorial direction will rest with an Editorial and Advisory Committee of sixteen distinguished men of science, and the business direction will be in the hands of M. M. Geffen, who has been closely identified with the success of the Religious Book Club. Books will be furnished to subscribers at the stated publisher's price.

Who's Who in Heraldry Cancelled

AN investigation conducted by Assistant District Attorney Lehman has put a stop to the proposed "Who's Who in Heraldry," being compiled by Charles L. Pichel. Pichel's plan was to establish for wealthy families their genealogy and family arms, with mention in the book at \$50 up. A prolonged investigation conducted by Lehman showed such a vagueness in business policies and placed the project in such a light that it will be immediately discontinued. As yet, no legal action has resulted from the inquiry.

Magazine Merger

THE Hound & Horn, Inc., announces a merger between "The Hound & Horn" of Cambridge, Mass., and "Symposium" of New York City under the title "The Hound & Horn, An American Symposium." The editors will be Bernard Bandler II, and Lincoln Kirstein, of "The Hound & Horn"; Philip Wheelwright and James Burnham, formerly of "Symposium." The editorial and business offices will continue to be at 1430 Massachusetts Ave., Cambridge, Mass. An office will be maintained at 100 Washington Square East, New York City. The Business, Advertising and Circulation Manager is Ralph B. Dibble, of "The Hound & Horn."

Owen D. Young Honored

THE Roosevelt Medal for Distinguished Service was conferred upon Owen D. Young, October 27th, at a dinner in honor of the seventy-first birthday anniversary of Theodore Roosevelt. Mr. Young is the man generally credited with evolving a plan of settling the reparations problem. Other recipients of awards at the dinner which was held in Roosevelt House, 28 E. 20th St., the late president's birthplace, were Owen Wister, historian of frontier life and Herbert Putnam, Librarian of Congress. Mr. Young was called the "envoy extraordinary of a new age" in the citation which accompanied the award.

Roth Raided

MAX ROTH, who several years ago was sued by James Joyce in connection with the serialization of "Ulysses," is being held in bail at Tombs Court in New York, on a charge of selling obscene and indecent literature. He was arrested by New York police who acted on information furnished by John S. Sumner of the New York Society for the Suppression of Vice. A detective, acting on information given the authorities by Sumner, went to Roth's office in the Woolworth Tower where he purchased three allegedly indecent books from Roth at prices ranging from \$10 to \$30. Later, in a raid on an office suite at 160 Fifth Avenue, nearly three thousand books alleged to be of the same character were confiscated.

Changes in Price

THE JOHN DAY COMPANY

Clarence W. Lieb, "Eat, Drink and Be Healthy," increased from \$1.50 net to \$2.00 net.

ALFRED A. KNOPF, INC.

Kahlil Gibran, "Sand and Foam," from \$2.00 to \$2.50; "The Madman," from \$1.75 to \$2.50.

G. P. PUTNAM'S SONS

Roy Chapman Andrews, "Ends of the Earth," from \$4.00 to \$4.50.

LINCOLN MACVEAGH THE DIAL PRESS

H. Mattingly, "Roman Coins," from \$6.00 to \$7.50.

The Price of Two-Volume Sets

THE New York Times carries a cable from London dated October 18th which states that, owing to the protests of the big rental libraries, Constable & Company have changed the price of three large two-volume sets from the equivalent of \$10 for the two volumes to \$7.50 and have given previous purchasers the credit. The rental libraries claim that the price of \$10 made it difficult for libraries to supply books liberally to their readers.

Communication

October 28, 1929.

Editor, *Publishers' Weekly*:

Frederick A. Blossom has not, in our opinion, given all the facts in his letter of September 24th, printed in the *Publishers' Weekly* of October 26th, with regard to "All Quiet on the Western Front," the American edition of which we publish.

In the first place, he has not quoted our statement in full. He has omitted the following:

"But censorship laws and post office regulations *do* exist, and having made only such changes in the American edition as seemed essential to meet the probable interpretation of these laws and regulations by the authorities concerned."

Although we do not consider the complete English text of "All Quiet on the Western Front" obscene, we are not at all sure that a reprint word for word of the English edition would have been allowed to go through the mails.

Secondly, Mr. Blossom apparently is not fully informed with regard to the Copyright Law so far as it concerns the importation of copyrighted books. The Law on this point reads as follows:

"That, except as regards piratical copies, such prohibition shall not apply:

"....(d) To any book published abroad with the authorization of the author or copyright proprietor when imported under the circumstances stated in one of the four subdivisions following, that is to say:

"First. When imported, not more than one copy at one time, for individual use and not for sale; but such privilege of importation shall not extend to a foreign reprint of a book by an American author copyright in the United States;

"Second. When imported by the authority or for the use of the United States;

"Third. When imported, for use and not for sale, not more than one copy of any such book in any one invoice, in good faith, by or for any society or institution incorporated for educational, literary, philosophical, scientific, or religious purposes, or for the encouragement of the fine arts, or for any college, academy, school, or seminary of learning, or for any State, school, college, university, or free public library in the United States;

"Fourth. When such books form parts of libraries or collections purchased en bloc for the use of societies, institutions, or libraries designated in the foregoing paragraph, or form parts of the libraries or personal baggage belonging to persons or families arriving from foreign countries and are not intended for sale: Provided, That copies imported as above may not lawfully be used in any way to violate the rights of the proprietor of the American copyright or annul or limit the copyright protection secured by this Act, and such unlawful use shall be deemed an infringement of copyright."

If Mr. Blossom or any other individual wishes to obtain one copy, not for resale, of the English edition of "All Quiet on the Western Front," he can do so by ordering it from an English bookseller.

Yours very truly,
LITTLE, BROWN & COMPANY.
By ALFRED R. MCINTYRE.
President.

Obituary Notes

CLARENCE A. CALDWELL

CLARENCE A. CALDWELL, who twenty years ago was a well-known traveling representative for several American publishers died at his home in Toronto on October 9.

He started in the book business with Hunter, Ross & Company of Toronto and crossed the border in 1889. For a few years he represented Longmans, and afterwards Brentano's. In 1894 he joined with Estes & Lauriat whom he represented for more than fifteen years. He then became buyer of books for T. Eaton & Company of Toronto and during later years was

buyer in various other departments in that famous house.

THOMAS FREDERICK TOUT

PROFESSOR THOMAS FREDERICK TOUT, authority on medieval history died in London on Oct. 23rd at the age of 74. For thirty-five years he occupied the chair of history at Manchester University, and was formerly chairman of the Manchester University Press Committee and of the Manchester High School. Other positions which attest to his high standing in the world of scholarship include the presidency of the International Historical Congress at Brussels, 1923, presidency of the Historical Association, presidency of the Royal Historical Society, Fellow of the British Academy, governor and honorary governor of the John Rylands Library and Ford lecturer in English at Oxford. Professor Tout was the author or editor of a score of learned works, including "The Empire and the Papacy," "History of England, 1216-1377," and "France and England, Their Relations in the Middle Ages and Now." He made many contributions to the Dictionary of National Biography and the English Historical Review.

Professor Tout came to the United States two years ago to deliver the Messenger Lectures at Cornell, his subject being "The Administration of Medieval England." In April, 1928, he was elected an honorary member of Phi Beta Kappa at Cornell.

Business Notes

PORTLAND, MAINE.—The Longfellow Sq. Bookshop, which opened in 1928 at 666-A Congress St. under the management of Erskine Calwell, has moved to larger quarters at 668 Congress and is now under the management of Miss Helen Caldwell. A circulating library has been added.

RICHMOND, VA.—The Gordon Lewis Book Shop which was opened in Richmond, Virginia, early this year has become affiliated with Thalhimer Brothers, one of the oldest and most widely known department stores in the South. The bookstore now occupies the complete mezzanine floor, and operates as Thalhimer's Book Shop with Mr. Lewis in charge. Mr. Lewis is known to the trade as founder of the New Dominion Book Shop which he sold to Mr. C. C. Wells in 1928.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adair, Cecil

Quadrille Court. 320p. D (Internat'l. fiction lib.) [c.'29] Cleveland, O. [World Syndicate Pub. Co.] 25 c.

Adams, James Truslow

Our business civilization; some aspects of American culture. 315p. O c. N. Y., Boni \$3
Essays upon the sinister results of business ideals upon American cultural standards.

Aesop

The fables of Aesop, selected, told anew and their history traced. 198p. il. S [n.d.] Chic., A. Whitman fab. \$2, bxd.

Alcott, Louisa May

Aunt Jo's scrap-bag; a selection with foreword by Helen Martin. 363p. il. (col. front.) O '29, c.'73-'29 Bost., Little, Brown \$2
A selection of the best of the short stories for children, originally published in six small volumes.

Anderson Sherwood

Horses and men. 220p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1
One of the first volumes of a series of pocket-size fiction and non-fiction books, newly published in this country. Others are listed in this issue.

Aspley, John Cameron [George Dartnell, pseud.]

Tips from a thousand salesmen. 252p. O [c.'29] Chic., Dartnell Corp. fab. \$3.75
A collection of 250 messages to salesmen, based on methods and plans used by salesmen in nearly all lines of business.

Atherton, Mrs. Gertrude Franklin Horn

Dido, queen of hearts. 384p. (bibl.) D c. N. Y., Liveright \$2.50

A novel of the queen of ancient history, Dido, who sailed from Tyre and founded an empire in Carthage where she was ardently loved by Aeneas.

Aurand, A. Monroe, jr.

Bundling prohibited! Pennsylvania history, folk-lore, and sociology; a supplement to Bundling, and More about bundling [lim. ed.]. 32p. front. O c. Harrisburg, Pa., Aurand Press \$3

Bartley, Nalbro Isadorah [Mrs. Horace Lerch]

The godfather. 386p. D [c.'29] N. Y., Farrar & Rinehart \$2

The romance of Nancy Thatcher and her godfather, gay, sophisticated, and a type of perennial bachelor.

Beard, Patten

What happened after stories. 125p. il. (pt. col.) O [c.'29] Chic., A. Whitman \$2

Telling what happened to Jack, the Giant Killer, Little Red Riding Hood, and other children's favorites, after the ends of the original stories.

Beck, Mrs. Lily Moresby Adams [E. Barrington, L. Moresby, pseud.]

The garden of vision; a story of growth. 426p. (bibl. note) D c. N. Y., Cosmopolitan \$2.50

A novel of Japan, of the mingling of east and west, through which runs the ancient wisdom of the Oriental country.

Barber, M. A., and, King, C. H.

Some notes on limitations of screens in prevention of malaria. 6p. il. (Public health reprint 1268) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Barber, M. A., and others

Malaria and malaria danger in certain irrigated regions of southwestern United States. 16p. (Public health reprint 1288) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Barker, Eugene C.

Mexico and Texas, 1821-1835. 166p. D '29 Dallas, Tex., Southwest Press apply

Barr, Arvil Sylvester

Characteristic differences in the teaching perform-

ance of good and poor teachers of the social studies. 135p. (bibl.) D [c.'29] Bloomington, Ill., Public School Pub. Co. \$1.25

Baur, P. V. C., and, Roslevtozeff, M. I.

The excavations at Dura-Ruopos. 78p. il., maps Q '29 New Haven, Conn., Yale apply

Baynes, Norman H.

John Bagnell Bury, 1861-1927; a memoir. 14p. O (Brit. Acad. proceedings, v. 13) '29 N. Y., Oxford pap. 35 c.

Behenna, Vivian M., and, Palmer, Fanny M., compa- Foreign trade of United States in agricultural products. 25p. '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

- Beer, Thomas**
Hanna. 348p. O c. N. Y., Knopf \$4
Mark Hanna is the central figure in this panorama of American political history from Lincoln to McKinley by the author of "The Mauve Decade."
- Bercovici, Konrad**
The Crusades. 314p. (bibl.) il. O c. N. Y., Cosmopolitan bds. \$5
A picturesque history of the two centuries of Crusades.
- Bible**
The New Testament in blank verse; by George W. Wolff. 594p. O [c.'29] [Clayton, Mo., George W. Wolff, Clayton Branch, Box 1] \$5
- Boehn, Max von**
Modes and manners: Ornaments; lace, fans, gloves, walking-sticks, parasols, jewelry and trinkets. 292p. il. (pt. col.) O (Modes and manners; suppl. v.) [c.'29] N. Y., Dutton \$5
A history of the "trifles" of costume. Uniform with other volumes in this series.
- Boyden, Mrs. Elizabeth Clark, and Warren, Emily Stanley (Mrs. Prescott Warren)**
Contract bridge of 1930. 214p. D [c.'28, '29] N. Y., Harcourt \$2
Simple, clear rules to help your game.
- Breton, Nicholas**
A mad world, my masters, and other prose works; 2 v. [lim. ed.]. O '29 N. Y., W. V. McKee \$20; \$50
- Brown, Harriet Connor**
Grandmother Brown's hundred years, 1827-1927 [foreword by Charles G. Dawes]. 389p. il. O (Atlantic Mo. Press b'k.) c. Bost., Little, Brown \$3
This Atlantic prize biography, consisting in most part of Grandmother Brown's conversations with the author, reflects the pageant of American life.
- Bruce, Sir Michael, bart.**
Peaks of hazard. 271p. front. (por.) O [n. d.] Ind., Bobbs-Merrill \$3.50
The exciting exploits of a gentleman-adventurer in many parts of the world.
- Budwin, Ray**
The return of Eurylochus; a tragedy of ancient Greece. 44p. D [c.'29] Bost., Stratford \$1
- Bunyan, John**
Pilgrim's progress. 379p. il. O '29 N. Y., Rae D. Henkle \$5, bxd.
- Burns, Robert**
Poetry and prose; with essays by Mackenzie, Jeffrey, Carlyle, and others; ed. by R. Dewar. 224p. front. (por.) D (Clarendon English ser.) '29 N. Y., Oxford \$1.25
- Butler, Samuel**
Selected essays; with a biographical sketch of the author by Henry Festing Jones. 255p. (Travellers' lib.) [c.'29] N. Y., Cape & Smith \$1
- Buxton, Noel**
Travels and reflections. 223p. il. O '29 Bost., Houghton \$4
- Caesar, C. Julius**
Caesar's Gallic war, b'ks. 1-4, and selections from b'ks. 5-7; Caesar's Civil war; Nepos' Lives; and Ritchie's Fabulae faciles; ed. by Walter B. Gunnison and Walter S. Harley; 5th ed. 626p. il. (pt. col.), maps D [c.'29] Newark, N. J., Silver, Burdett \$1.72
- Campbell, J. L.**
The miracle of Peille. 223p. front. D [c.'29] N. Y., Dutton bds. \$2.50
The story of lovely Thérèse Ursule, a French girl, who became known as a miracle-worker during the War, and who was brought to America afterward for the exploitation of her powers. The Dutton prize book for November.
- Carlyle, Thomas**
The French Revolution; a history; 2 v.; introd. by Hilaire Belloc. 376p.; 410p. il., map D '29 N. Y., Dutton \$6, bxd.
- Case, Shirley Jackson**
Experience with the supernatural in early Christian times. 348p. (bibl. footnotes) O [c.'29] N. Y., Century \$3
- Cézanne (Paul), 1839-1906.** 24p. (bibl.) il. T (World's masters, 6) '29 [N. Y., W. E. Rudge] 75 c.
- Chase, Beatrice, pseud. [Olive Katherine Parr]**
The twelfth, an amethyst. 319p. il. D '29 N. Y., Longmans \$2.50
A novel of sin and virtue—for Catholic readers.
- Clarke, Charles Philip Stewart**
Short history of the Christian church; from the earliest times to the present day. 544p. (bibl. footnotes) maps D '29 N. Y., Longmans \$4
- Clemenceau, Georges Eugène Benjamin**
In the evening of my thought; tr. by Charles Miner Thompson and John Heard, jr.; 2 v. 489p.; 531p. front. (por.) O c. Bost., Houghton \$12.50, bxd.
The summation of a philosophy formed over a period of eighty years by the "Tiger of France" whose entire life has been spent in the public arena.
- Coblentz, Stanton A.**
The wonder stick. 315p. il. D c. N. Y., Cosmopolitan \$2
A story for boys about the adventures which befell Ru, a prehistoric cave-boy.
- Connor, Ralph, pseud. [Charles William Gordon]**
The runner; a romance of the Niagaras. 485p. D c. Garden City, N. Y., Doubleday, Doran \$2
The drama of border life and warfare during the War of 1812.
- Coppard, Alfred Edgar**
Fishmonger's fiddle; tales. 319p. S (Travelers' lib.) [c.'29] N. Y., Cape & Smith \$1

[Butts, Halleck A.]
Trend in Japan's trade and industries. 28p. (Trade information bull. 642) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. psp. 10 c.

Charlton, H. B.
Shakespeare, politics and politicians. 24p. O (Eng. Ass'n pamphlets no. 72) '29 N. Y., Oxford pap. 85 c.

Creel, Herrlee Glessner

Sinism; a study of the evolution of the Chinese world-view. 134p. (bibl. footnotes) O c. Chic., Open Court Pub. Co. \$2

Cripps, Richard S.

A critical and exegetical commentary on the Book of Amos. 383p. O '29 N. Y., Macmillan \$4.50

Crossland, T. W. H.

Last poems. 115p. O '29 N. Y., M. Inman \$6

Cummings, Ray

The man who mastered time. 351p. D c. Chic., McClurg \$2

Adventure in the world 20,000 years from now, made possible by Loto Rogers' and his father's discovery that time like space can be traversed.

Dallas, Oswald

The treasures of Asshur [juvenile]. 286p. front. D [c.'29] Cleveland, O., World Syndicate Pub. Co. 35 c.

Davenport, Frances G.

European treaties bearing on the history of the United States and its dependencies, 1650-1697. 392p. O (Pub'n. no. 254, v. 2) '29 Wash., D. C., Carnegie Inst. \$4; pap., \$3

Davies, William Henry

The autobiography of a supertramp;; preface by G. Bernard Shaw. 320p. S (Travelers' lib.) ['29] N. Y., Cape & Smith \$1

Later days. 223p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

A poet's pilgrimage. 255p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Davis, H. W. Carless

The age of Grey and Peel; being the Ford lectures for 1926; introd. by G. M. Trevelyan. 358p. O '29 N. Y., Macmillan \$4.50

Davis, William Stearns

The whirlwind; an historical romance. 537p. D c. N. Y., Macmillan \$2.50

A picture of Paris during the Revolution particularly as it was seen by a young Revolutionary and his wife.

Day, Lillian

Paganini of Genoa. 330p. (3p. bibl.) il. O c. N. Y., Macaulay \$3.50

A biography of the mysterious and romantic genius of the violin, Paganini, who thrilled Europe by his music in the late 18th and early 19th centuries.

De Prorok, Count Byron Khun

Mysterious Sahara, the land of gold, of sand, and of ruin. 368p. (3p. bibl.) il., map O [c.'29] Chic., Reilly & Lee \$5

A narrative of desert exploration by a Frenchman of international fame.

Cook, Katherine M.

Rural education in 1926-1928. 45p. (Educ. Bur., bull. 1929, no. 18) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Day, Omar H., and Vincent, Terence

Miniature aircraft; how to make and how to fly them; a manual for use in the club, school or home. 86p. il., diagrs. D [c.'29] Peoria, Ill., Manual Arts Press. pap. 80 c.

Dickson, Elizabeth Barbour

A maiden's heritage; a story of love and idealism, with an understanding of life's universal principle. 360p. O [c.'29] Long Beach, Cal., Dickson Pub. Co., P. O. Box 365 \$3.50

Dobbins, Gaines Stanley, D.D.

Baptist churches in action; a study of New Testament principles and modern methods of application. 219p. (5p. bibl.) D [c.'29] Nashville, Tenn., S.S. B'd. of So. Bapt. Convention \$1.50

Dodge, Mrs. Mary Mapes

Hans Brinker, or, The silver skates; il. by Violet Moore Higgins. 320p. il. O (A. Whitman's classics) [c.'29] Chic., A. Whitman \$1.50

Drago, Harry Sinclair

The trespasser; il. with scenes from the photoplay. 268p. D (Copyright fiction) [c.'29] N. Y., Burt 75 c.

Driggs, Howard Roscoe

Living English; Third grade; Fourth grade. 214p.; 230p. il. (pt. col.) D c. Lincoln, Neb., Univ. Pub. Co. 64 c.; 72 c.

Also published in one volume as "Living English, First Book," at 92 c.

Duruy, Victor

General history of the world; rev. ed. 1007p. maps (pt. col.) D [c.'98-'29] N. Y., Crowell \$4

This history has been revised and continued to 1901 by Edwin A. Grosvenor, and supplemental chapters to 1929 have been written by Mabel S. C. Smith and J. Walker McSpadden.

El Greco, 1545-1614. 24p. (bibl.) il. T (World's masters, 5) '29 [N. Y., W. E. Rudge] 75 c.

Ellis, Havelock

Man and woman; a study of secondary and tertiary sexual characters. 501p. (bibl. footnotes) diagrs. O c. Bost., Houghton \$5

A revised and completely rewritten edition.

Erskine, John

Sincerity; a story of our time. 356p. D [c.'29] Ind., Bobbs-Merrill \$2.50

The story of Winthrop Beauvel and his wife, respected members of the town of Harrington, whose sudden strange behavior is caused by their utter sincerity in meeting the problems of their life together.

Fairlie, Gerard

The man who laughed. 304p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Farjeon, Joseph Jefferson

The crook's shadow. 264p. D (Copyright fiction) [c.'27] N. Y., Burt 75 c.

Dewsnap, William

Country and suburban houses; new 10th ed. 64p. il., diagrs. Q '29 N. Y., Author, 307 Fifth Ave. pap. \$3.50

Dhirananda, Swain

Glimpses of light. 147p. D '29 Los Angeles, Author, 325 W. 75th St. pap. 75 c.

East, C. F. Terence, M.D., and, Bain, C. W. Curtis Recent advances in cardiology. 342p. il. '29 Phil., Blakiston \$3.50

Fayette, Mme. de la

The secret history of Henrietta, Princess of England, first wife of Philippe, Duc d'Orléans, together with Memoirs of the Court of France for the years 1688-1689; tr. with introd. by J. M. Shelmerdine. 292p. il. (pors.) O (Background of hist.; memoirs of court, camp, and society) '29 N. Y., Dutton \$3.75

The author of this exposé of court life is known as the author of a novel, the "Princesse de Clèves."

Ferrar, W. J.

Seekers and saints; studies of religious experience. 190p. D '29 N. Y., Macmillan \$2.40

Fielding, Archibald

The Clifford affair. 300p. D (Copyright fiction) [c.'27] N. Y., Burt 75 c.

Fisher, Dorothea Frances Canfield

Self-reliance [rev. ed.]. 281p. (7p. bibl.) D [c.'16, '29] N. Y., Holt \$2

Fisher, Lillian Estelle

The intendant system in Spanish America. 395p. (6p. bibl.) O '29 Berkeley, Cal., Univ. of Cal. Press \$5

Fletcher, Joseph Smith

The Shadow of Ravenscliffe. 304p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Footner, Hulbert

Queen of clubs. 313p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Ford, Ford Madox [formerly Ford Madox Heuffer]

No enemy; a tale of reconstruction. 302p. D c. N. Y., Macaulay \$2.50

This well-known literary figure writes an informal autobiography of the War period, in which he divides himself into two characters, Gringoire, the man of impulse, and Compiler, the man of reflection.

Ford, Julia Ellsworth Shaw [Mrs. Simeon Ford]

Consequences; introd. by John Haynes Holmes. 357p. (bibl.) D [c.'29] N. Y., Dutton \$2.50

A novel, based upon the opium evil in the Far East, and stressing inter-racial responsibility.

Fortescue, Sir John

The vicissitudes of organized power; the Romanes lecture. 42p. O '29 N. Y., Oxford 85 c.

Frank, Leonhard

Karl and Anna; a drama in three acts; tr. by Ruth Langner. 108p. D (Theatre Guild plays) c. N. Y., Brentano's \$2

A German war play, produced last month in New York by the Theatre Guild.

The robber band [tr. by Cyrus Brooks]. 313p. D [n.d.] N. Y., Cape & Smith \$2.50

A German novel, based on the developing character of Michael Vierkaut from the days when he belonged to a group of boys who called themselves the robber band until the time when he really finds a life of power and freedom.

Freneau, Philip Morin

Poems of Freneau; ed. by Harry Hayden Clark. 488p. (2p. bibl.) S (Amer. authors ser.) [c.'29] N. Y., Harcourt \$1.50

Friend, Oscar Jerome [Owen Fox Jerome, pseud.]

The Mississippi Hawk. 341p. D c. Chic., McClurg \$2

An adventure story built about a romantic character of the old South.

Funck-Brentano, Frantz

The old regime in France; tr. by Herbert Wilson. 383p. (bibl.) O ['29] [N. Y., Longmans] \$6

This history explains the social traditions and institutions of the 18th century and their influence on the government of Louis XV.

Garrett, Jack

"Take a letter . . ."; putting persuasive power into the day's dictation. 231p. D [c.'29] Ind., Business Letter Inst. \$3

How to dictate effective business letters.

Gasquet, Marie

Naïs; [tr. by Jehanne de la Villèsbrunne; rev. and ed. by C. C. Martindale; preface by Claude Farrère]. 231p. D '29 N. Y., Longmans \$2

The story of Naïs, a French girl, who spiritually was a daughter of St. Francis and humanly the daughter of a Provençal peasant. Awarded the Née Prize by the French Academy in 1926.

Gerard, Louise

The golden centipede. 364p. D (Copyright fiction) ['27] N. Y., Burt 75 c.

Gilfillan, Archer B.

Sheep; il. by Kurt Wiese. 291p. O (Atlantic Mo. Press pub'n.) '29, c. '28, '29 Bost., Little, Brown \$2.50

An eastern college graduate who turned his back on city life and tried sheep raising on the South Dakota range, describes his life in the open and the philosophy he has learned during ten years of sheep-herding.

Gilman, Rev. Phillips Standish

In God's presence; a spiritual guide for present day churchmen. 146p. Tt [c.'29] Milwaukee, Morehouse Pub. Co. 60 c.

Giono, Jean

Hill of destiny; tr. by Jacques Le Clercq. 281p. D c. N. Y., Brentano's bds. \$2.50

A novel of French peasant life and black magic, winner of the Prix Brentano for 1928-1929.

Fitzhugh, Percy Keese

Westy Martin in the land of the purple sage. 199p. il. D (Westy Martin ser.) [c.'29] N. Y., Grosset 50 c.

[Furness, J. W.]

Marketing of tungsten ores and concentrates. 22p. (Trade information bull. 643) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Gardner, Edmund G.

Notes on the 'Matière de Bretagne' in Italy. 36p. O (Brit. Acad. proceedings, v. 15) '29 N. Y., Oxford pap. 70 c.

[Golden, N. D.], comp.

Latin American and Canadian markets for American motion-picture equipment. 40p. (Trade information bull. 641) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Glaspell, Susan [Mrs. Norman Matson]

Fugitive's return. 324p. D c. N. Y., Stokes \$2.50

A woman, who believes life holds nothing more for her, goes to Greece and there learns again its beauty and value.

Gluck, Sinclair

The last trap; a detective story. 313p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Gogol, Nicolai

The diary of a madman; tr. by Prince D. S. Mirsky [lim. ed.]. il. '29 N. Y., W. V. McKee \$25; \$78

Goldsmith, Margaret [Mrs. Frederick Voigt]

Frederick the Great. 218p. il. D (Paper b'ks.) c. N. Y., Chas. Boni pap. 75 c.

A biography illustrated with contemporary engravings of court life by Daniel Nicholas Chodowiecki, one of Frederick's close friends and a popular illustrator of the time.

Gollomb, Joseph

The subtle trail; another Goldfish story. 276p. D c. N. Y., Macmillan \$2

A psychoanalyst-detective proves that a suicide committed before two witnesses is really murder.

Gordon, Elizabeth [Mrs. George Edwin Canfield], and Priest, Jane

More really-so stories. 95p. il. (pt. col.) O [c.'29] Joliet, Ill., Volland bds. \$1.25, bxd. Informative stories for children.

Grady, William E., and Wade, John E.

Progressive English series; eighth year. 445p. (bibl.) il. D c. N. Y., Longmans 88 c.

Hall, Sir John

The Coldstream Guards, 1885-1914. 406p. maps O '29 N. Y., Oxford \$8.50

Hart, Charles

Junior Bible history, Old and New Testament. 243p. il. D '29 N. Y., P. J. Kenedy flex. cl. \$1

Hewart of Bury, Lord

The new despotism. 311p. O c. N. Y., Cosmopolitan \$5

In this book the Chief Justice of England presents his view that the encroachment of the Executive on the powers of the Legislative and Judiciary is a present menace to self-government.

Hibben, Paxton

The peerless leader, William Jennings Bryan; introd. by Charles A. Beard. 462p. (11p. bibl.) il. O [c.'29] N. Y., Farrar & Rinehart \$5

In this biography the author attempts to symbolize the significance of American emotionalism in the latter part of the 19th and early 20th century.

Gray, Carl William

Interlinear chemistry manual; rev. ed.; to accompany Gray's Fundamentals of chemistry. 217p. il. O [c.'29] Bost., Houghton apply

Guthrie, M. C.

Health of American Indian. 13p. il. (Public health reprint 1277) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Hildebrand, Arthur Sturges

Blue water; introd. by Harrison Smith. 317p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Hill, Leonard S.

The jolly tinker, and other tales. 186p. il. D c. Phil., Lippincott \$2

For children from 5 to 10.

Hindus, Maurice Gerschon

Humanity uprooted [foreword by John Dewey]. 386p. il. O [c.'29] N. Y., Cape & Smith \$3

A book about Soviet Russia—how old standards are being discarded, the present way of life there, and the world future of the country.

Hollander, Walter von

Fever house; tr. by Susan Jenkins. 316p. D c. N. Y., Macaulay \$2.50

A novel about the inhabitants of a great Berlin apartment house, who belong to many different ranks in life.

Hope, Camilla

Long shadows. 287p. D (Internat'l. fiction lib.) [c.'29] Cleveland, O. [World Syndicate Pub. Co.] 25 c.

Howard, Helen Frances

Moods; poems. 94p. front. (por.) D c. Bost., H. Vinal, 100 Charles St. bds. \$2

Howard, Stanley Edwin

The A B C of accounting. 317p. O c. Princeton, N. J., Princeton \$3

A textbook for college or university students who are studying economics as part of the curriculum of the liberal rather than the vocational type.

Huddleston, Sisley

France and the French. 310p. S (Travelers' lib.) ['29] N. Y., Cape & Smith \$1

Jack, Mary K., comp.

Violets. no p. obl. T [n. d.] Kansas City, Mo., Nazarene Pub. House, 2923 Troost Ave. fab. \$1.75, bxd.

A calendar book—a Biblical verse for each day of the year.

Jackson, Andrew

Correspondence of Andrew Jackson; v. 4. ed. by John S. Bassett. 530p. O (Pub'n. no. 371, v. 4) '29 Wash., D. C., Carnegie Inst. \$4.25; pap., \$3.25

Jackson, J. Hugh

Auditing problems; a comprehensive study in principles and procedure. 551p. O '29 N. Y., Ronald Press \$6

Haupt, Arthur W.

Laboratory directions for general biology; manual to accompany Haupt's Fundamentals of biology. 58p. O (McGraw-Hill pub'ns in zool. sciences) '29 N. Y., McGraw-Hill \$1

Johnson, Walter Nathan

Which—dominate or permeate? A frank, brief discussion of our present Baptist world situation daring to blaze a trail out of the wilderness. 99p. S '29 Kansas City, Mo., Western Bapt. Pub. Co. apply

Kallas, Aino Julia Maria Krohn [Mrs. Askar Philipp Kallas]

The white ship; Estonian tales; tr. by Alex Matson; foreword by John Galsworthy. 255p. S (Travellers lib.) ['29] N. Y., Cape & Smith \$1

Kataev, Valentine

The embezzlers; tr. by L. Zarine; introd. by Stephen Graham. 300p. D c. N. Y., Dial Press \$2.50

A humorous novel of modern Russia.

Kavanagh, Marcus A.

You be the judge. 316p. D [c.'29] Chic., Reilly & Lee \$2.50

The stories of twenty-six real criminal cases about which the reader can form his own opinion before turning to the sealed pages in the back, where the actual verdicts in each case are given.

Kay, Arthur

Sem's Morroccan love. 282p. D (Internat'l. fiction lib.) [c.'29] Cleveland, O. [World Syndicate Pub. Co.] 25 c.

Kerr, Sophie [Mrs. Sophie Kerr Underwood]

Tigers is only cats. 56p. D [c.'29] N. Y., Farrar & Rinehart bds. \$1

The amusing story of Aunt Katie Plummer and her tiger "Sissy."

King, Rufus

Mystery de luxe. 304p. D (Copyright fiction) [c.'25, '27] N. Y., Burt 75 c.

Kline, Otis Adelbert

The planet of peril. 358p. D c. [Chic.] McClurg \$2

Robert Grandon encounters romance and adventure when he is transported to the planet, Venus.

Kreymborg, Alfred

Our singing strength; an outline of American poetry, 1620-1930. 653p. O c. N. Y., Coward-McCann \$5

A critical history of American poetry, containing many illustrative selections, by an author who is, himself, poet and playwright.

La Bruyère, Jean de

The Characters of Jean de la Bruyère; tr. by Henri van Laun. 525p. il. (pors.) O '29 N. Y., Brentano's bds. \$5

A reprint of the early and rare work published in 1885 in a limited edition.

La Ganke, Florence

Patty Pans; a cook book for beginners. 278p. il. (col. front.) O c. Bost., Little, Brown \$1.75

A simple cook book for children, that is entertaining as well as instructive.

La Master, Slater

The phantom in the rainbow. 376p. D c. Chic., McClurg \$2

A novel of weird and mysterious adventure.

Landis, Paul, ed.

Illini poetry. 1924-1929. 135p. D c. Champaign, Ill., Univ. of Ill. Supply Store bds. \$2
Verse by the Poetry Society of the University of Illinois.

Laurence, John

The secret of Sheen. 288p. D (Internat'l. fiction lib.) [c.'29] Cleveland, O. [World Syndicate Pub. Co.] 25 c.

Lawrence, David Herbert [Laurence H. Davison, pseud.]

Twilight in Italy. 223p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Leighton, Robert

The bravest boy in the camp; a story of adventure on the western prairies. 285p. front. D [c.'29] Cleveland, O., World Syndicate Pub. Co. 35 c.

Sergeant Silk; the prairie scout. 224p. front. D (Boys' adventure ser., no. 830) [c.'29] Cleveland, O., World Syndicate Pub. Co. 35 c.

Lemaitre, Jules

On the margins of old books; tr. by Clarence Stratton. 340p. O c. N. Y., Coward-McCann bds. \$3

Inspired by old books, the late French historian has dreamed of the past and brought to life familiar book-characters.

Lincoln, Joseph Crosby

The aristocratic Miss Brewster. 403p. D (Copyright fiction) [c.'27] N. Y., Burt 75 c.

Lincoln, Natalie Sumner

P. P. C. 258p. D (Copyright fiction) [c.'26, '27] N. Y., Burt 75 c.

Lindsay, Vachel

Every soul is a circus. 152p. il. O c. N. Y., Macmillan bds. \$2.75

A new book of poems, which the author describes as "a book for precocious children, twelve or fifty years of age."

Loring, Mrs. Emilie Baker

Swift water. 317p. D [c.'29] Phil., Penn \$2
Jean Randolph who goes to spend the winter in a small town, at first scorns the young clergyman with whom all the women are infatuated.

Lovejoy, Mary Isabella, and Adams, Elizabeth, comps.

Pieces for every month of the year; 2nd ed. 335p. il. (col.) D [c.'29] N. Y., Noble & Noble \$2

Lubbock, Percy

The craft of fiction. 276p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Earlham. 258p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Keeling, John Gilbert

The art of acrobatic dancing. 46p. il. Q '29 Oklahoma City, Okla., H. R. Stephens, 307 W. 3rd St. apply

Leonard, William J.

Hol science; the epic of the eras. 23p. Q c. '29 Atlantic Highlands, N. J., Author, Lock Box 272 pap. \$1

[Lewis, William E.]

Preparation of bunched beets, carrots, and turnips for market. 24p. il. (Farmers' bull. 1594) [c.'29] Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Lumsden, L. L.

Extent of rural health service in United States, 1925-1929. 16p. il. (Public health reprint 1284) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Lyttleton, Edward

The Christian and birth control. 134p. D '29 N. Y., Macmillan \$1.50

Macauley, Thurston

Donn Byrne, bard of Armagh. 224p. (5p. bibl.) il. D [c.'29] N. Y., Century \$2

A critical biography of the popular Irish novelist who was killed in an automobile accident at the age of thirty-eight.

Mackay, Constance D'Arcy [Mrs. Roland Holt]

Youth's highway, and other plays for young people. 173p. front. D [c.'29] N. Y., Holt \$2
Five plays representative of the five forms of guild drama that flourished in the Middle Ages—designed for use in little theatres.

Mackintosh, Mabel

The doings of Denys [juvenile]. 192p. front. D [c.'29] Cleveland, O., World Syndicate Pub. Co. 35 c.

Mackler, Geraldine

The girls of St. Bede's; a story of school life. 248p. front. D [c.'29] Cleveland, O., World Syndicate Pub. Co. 35 c.

McMurry, Donald L.

Coxey's army; a study of the industrial army movement of 1894. 339p. (13p. bibl.) il. O c. Bost., Little, Brown \$4

A study of a phase of American industrial history based upon Coxey's famous army of the unemployed and its march to Washington, and other similar bodies of men.

Marti, Oscar Albert

Economic causes of the Reformation in England. 275p. (12p. bibl.) D c. N. Y., Macmillan \$2.50

Mason, Arthur

The flying bo'sun; introd. by Edwin Muir. 253p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Wide seas and many lands; introd. by Maurice Baring. 223p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Mathers, Helen

The lovely Malincourt. 285p. D (Internat'l fiction lib.) [c.'29] Cleveland, O., [World Syndicate Pub. Co.] 25 c.

Mathews, Basil Joseph

The splendid quest; stories of Knights on the Pilgrims' Way. 206p. front. D [c.'29] Cleveland, O., World Syndicate Pub. Co. 35 c.

Mau, Laura Emily

Sugar and spice and Attie salt; a golden sheaf of verse. 104p. D c. Bost., H. Vinal, 100 Charles St. bds. \$2

Mauge, Gilbert

Unknown quantity. D '29 N. Y., M. Inman \$4

Mauriac, François

The desert of love; tr. by Samuel Putnam. 265p. D c. N. Y., Covici, Friede \$2.50

The story of a father and son's love for the same déclassée woman, and its influence upon each of their lives.

Maxey, Chester C., and Moore, Miles C.

Urban democracy. 408p. O (Heath's political science ser.) '29 Bost., Heath \$3.20

Meltzer, Harold, and, Bailor, Edwin Maurice

Developed lessons in psychology; including objective tests with norms. 209p. (8p. bibl.) diagrs. D [c.'29] N. Y., Harcourt \$1.50

Applying psychological principles toward improving instruction in the first course in general psychology.

Mercer, F. A., and Gaunt, W., eds.

Posters and publicity 1929; fine printing and design! "Commercial Art" annual. 164p. il. (pt. col.) Q '29 N. Y., W. E. Rudge \$4.50; pap. \$3

The tendency and progress of modern commercial art are shown in this book which is filled with illustrations of advertising photographs and art posters, English, American, and European.

Mercer, H. C.

Ancient carpenter's tools. 328p. il. '29 Portland, Me., Southworth Press \$5

Merwin, Samuel

Lady can do. 232p. D c. Bost., Houghton \$2

A murder mystery and theft solved by a girl secretary, who finds the solution in New York's Chinatown.

Mitchell, Edwin Valentine

Morocco bound: adrift among books. 246p. il. O [c.'29] N. Y., Farrar & Rinehart \$2.50

A chatty book about books, selling and collecting them, the people who buy them and write them, by a Hartford bookseller.

Moore, Charles

Washington, past and present; il. by E. H. Suydam. 356p. (bibl. footnotes) il. (col. front.) O [c.'29] N. Y., Century \$5

A history and description of the city, as it was planned to be, as it is, and its future development.

[Macatee, Robert B.]

British trade in rubber and rubber products. 18p. (bibl.) (Trade information bull. 644) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

McCullough, Helen

The textiles we buy and use. 94p. il. O (Experiment sta. circ. 347) '29 Urbana, Ill., Univ. of Ill., College of Agri. pap. apply

Malloy, John F., and, Sullivan, Paul, G.

The spirit giveth life; Duquesne university pageant, commemorating fifty years of service to the

community; memorial ed. 31p. O [c.'29] Pittsburgh, Pa., Duquesne Univ. Press apply

Maxcy, Kenneth F.

Endemic typhus fever of southeastern United States: reaction of the guinea pig. 12p. (bibl.) (Public health reprint 1271) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Modern Priscilla standard cook book; Modern Priscilla proving plant methods of preparing and cooking over 1000 appetizing dishes. 447p. il. (col.) D [c.'29] Bost., Priscilla Pub. Co., 470 Atlantic Ave. apply

Morgenthau, Henry, and Strother, French

I was sent to Athens. 327p. il., map O c. Garden City, N. Y., Doubleday, Doran \$4
Telling of Mr. Morgenthau's work as chairman of the League of Nations Commission for the reconstruction of Greece.

Moult, Thomas, comp.

The best poems of 1929; il. by John Austen. 142p. D [n. d.] N. Y., Harcourt bds. \$2.50
A selection of the most significant poetry that appeared in British and American periodicals from July, 1928, to June, 1929. An annual volume.

Mowat, R. B.

The European states system; a study of international relations; 2nd enl. ed. 108p. D (World's manuals) '29 N. Y., Oxford \$1

Murray, Max

The world's back doors; introd. by Hector Bolitho. 221p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

National Industrial Conference Board

The international financial position of the United States. 296p. diags. O (Studies in internat'l problems) '29 N. Y., Author \$5

Newbiggin, Marion Isabel

A new regional geography of the world. 451p. (bibls.) il., maps, diags. D ['29] N. Y., Harcourt \$2.75

Niles, John Jacob, and others

The songs my mother never taught me. 227p. il. O c. N. Y., Macaulay \$2.50
A song book of the A. E. F., with words, music, and anecdotal text.

O'Flaherty, Liam

Spring sowing. 286p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1

Oliver, John Rathbone

Foursquare; the story of a fourfold life. 315p. (bibl. footnotes) O c. N. Y., Macmillan \$2.50

The author of "Victim and Victor" tells of his experiences as medical officer in the Baltimore courts, as psychiatrist, as graduate student in Johns Hopkins University and as Catholic priest.

Oman, Carola

Crouchback. 327p. D [c. '29] N. Y., Holt \$2.50

An historical novel of the period of the Wars of the Roses, taking its title from the pathetic figure of Richard the Humpback.

Oppenheim, Edward Phillips

The light beyond. 317p. D (Copyright fiction) [c. '28] [N. Y., Burt] 75 c.

Orr, Clifford

The Dartmouth murders. 285p. D [c. '29] N. Y., Farrar & Rinehart \$2

The murder of a student at Dartmouth College is the beginning of an exciting mystery novel.

Osbert of Clare

The letters of Osbert of Clare, Prior of Westminster; ed. by E. W. Williamson. 240p. O '29 N. Y., Oxford \$5

Paine, Albert Bigelow

The boys' life of Mark Twain; ed. by Walter Barnes. 382p. il. D (Harper's modern classics) [c. '15-'29] N. Y., Harper \$1

Painter, William

Palace of pleasure; 4 v. [lim. ed.] il. (col.) Q '29 N. Y., W. V. McKee \$68; \$170

Palmer, Rose Amelia

The North American Indians; an account of the American Indians north of Mexico, compiled from the original sources. 309p. (bibls.) il. (pt. col.), map O (Smithsonian scientific ser., v. 4) '29 N. Y., Smithsonian Inst. Series, Inc., 50 Church St. lea. \$41.67, bxd.

Pearson, Edmund Lester

Dime novels; or, Following an old trail in popular literature. 290p. (bibl. footnotes) il. (col. front.) O c. Bost., Little, Brown \$3
An informal history of the American dime novels.

Pendered, Mary Lucy

The uncanny house. 285p. D (Internat'l. fiction lib. [c. '29] Cleveland, O., [World Syndicate Pub. Co.] 25 c.

Pettee, Florence Mae

Blunder's mystery companions. 272p. il. D (Boys' and girls' adventure lib.) [c. '29] Chic., A. Whitman \$1.50
Two girls and a boy solve some mystery and ghost enigmas.

Phillips University sermons. 201p. D [c. '29]

Cin., Standard Pub. Co. \$1.25
Religious sermons by the younger graduates of the university at Enid, Oklahoma.

Pickerill, Grace Gilbert

Youth adventures with God. 204p. (3p. bibl.) front. D [c. '29] Ind., United Christian Missionary Soc., Missions Bldg. flex. cl., \$1
Religious guidance for young people's experiences with life.

Piper, Watty

Little folks of other lands. no.p. il. (pt. col.), map (col.) F [c. '29] N. Y., Platt & Munk \$2
How children in foreign lands live.

Pitkin, Walter B.

The art of rapid reading. 233p. D '29 N. Y., McGraw-Hill \$2.50

Pöllnitz, Karl Ludwig von

Love life at the Saxon Court; tr. by a gentleman of Oxford. 292p. il. O '29 N. Y., Brentano's bds. \$4

The adventures in love of Augustus the Bold, a 17th century German Prince, were first published about the year 1750.

Portigliotti, Giuseppe

Some fascinating women of the Renaissance; tr. by Bernard Miall. 285p. il. O '29 N. Y., Brentano's bds. \$4

The romantic lives of Bianca Capello, Simonetta, Lucretia, and four others.

Ogilvie, W. Heneage

Recent advance in surgery; 2nd ed. il. '29 Phil., Blakiston \$3.50

Roush, G. A., ed.

Mineral industry; v. 37, 1928. 802p. O '29 N. Y., McGraw-Hill \$12

Powys, Theodore Francis

Fables. 286p. O [c.'29] N. Y., Viking Press \$2.50

Modern fables told through the conversations of inanimate objects, that are often cynical about the human beings with whose daily life they are concerned.

Prout, Frank Jay, and others

Thought test readers; fourth grade. 317p. il. (pt. col.) D c. Lincoln, Neb., Univ. Pub. Co. 84c.; with test sheets

Putnam, Mrs. William Lowell

On growing old; [lim. ed.] 35p. O c. N. Y., W. E. Rudge bds. \$2

Memories of a long, happy life are told here by an older sister of Amy Lowell.

Renard, Maurice

The hands of Orlac; tr. by Florence Crewe-Jones. 337p. D [c.'29] N. Y., Dutton \$2

A mystery centering around Stephen Orlac, a pianist, on whom were grafted the hands of a murderer when his own were crushed in a train wreck.

Robinson, Mabel Louise, ed.

Blue ribbon stories; the best children's stories of 1929; selected by the juvenile story writing class of Columbia University. 370p. il. O c. N. Y., Appleton \$2.50

Twenty-eight stories for boys and girls from 5 to 16, that have appeared in leading magazines.

Rosenbaum, Benjamin

Green nakedness [lim. ed.] 67p. O c. Des Moines, Ia., Maizeland Press bds. \$2.50

Poems by a young American, that have appeared in *Century*, *The Bookman*, and other magazines.

Roy, Mrs. Lillian Elizabeth Bäcker

The Prince of Atlantis. 351p. maps O [c.'29] N. Y., Educational Press, 4 E. 12th St. \$3

A novel re-creating life on the legendary lost continent of Atlantis.

Russell, Phillips

Emerson, the wisest American. 320p. il. (pors.) O c. N. Y., Brentano's \$5

A life of Emerson and a revaluation of his philosophy by the author of "Benjamin Franklin."

Rutherford, Mark, pseud. [William Hale White]

The autobiography of Mark Rutherford; memorial introd. by H. W. Massingham. 224p. S (Travellers' lib.) [c.'29] N. Y., Cape & Smith \$1

The deliverance of Mark Rutherford. 223p. S (Travellers' lib.) [c.'29] N. Y., Cape & Smith \$1

The revolution in Tanner's Lane. 317p. S (Travellers' lib.) [c.'29] N. Y., Cape & Smith \$1

"Saki," pseud. (Hector Hugh Munro)

The Westminster Alice; il. by F. Carruthers Gould; foreword by J. A. Spender. 160p. S (Works of "Saki") [n.d.] N. Y., Viking Press \$1.75

A parody of English politics during the Boer War period.

Samuel, Maurice

What happened in Palestine. 222p. D [c.'29] Bost., Stratford \$2

The events of August, 1929, their background and significance.

Saville, Rev. Henry Martyn

Rhymes and reminiscences (humorous and serious) by a parson. 143p. front. (col.) D [c.'29] Bost., Stratford \$2

Saxon, Lyle

Old Louisiana; il. by E. H. Suydam. 404p. (2p. bibl.) il. (col. front.) O [c.'29] N. Y., Century \$5

The chronicle of two centuries of Louisiana plantation life, up to Civil War days, gathered from old letters and diaries. At the end of the book the reader is taken on a tour through Louisiana visiting old plantations, of which the artist has made many drawings.

Saypol, Julian H.

Principles of modern bookkeeping. 259p. il. (pt. col.) O '29 Balt., H. M. Rowe Co. \$1.60

Scheidemann, Philipp

The making of new Germany; the memoirs of Philipp Scheidemann; tr. by J. E. Michell; 2 v. 379p., ea. il. O '29, c.'28, '29 N. Y., Appleton \$10, bxd.

The autobiography of the man who was Opposition Party leader in Germany during the war and head of the provisional government upon the abdication of the Kaiser.

Schelling, Felix Emmanuel

Pedagogically speaking; essays and addresses on topics more or less educational. 178p. O c. Phil., Univ. of Pa. Press bds. \$2

By the John Welch Centennial Professor of English in the University of Pennsylvania.

Schmalhausen, Samuel Daniel

Our changing human nature. 520p. O c. N. Y., Macaulay \$3.50

An analysis of the conflicting elements of modern life and the unsatisfactory basis of our modes of conduct.

Schnittkind, Henry Thomas [Henry Thomas, pseud.]

The story of Eugene Debs; introd. by Romain Rolland. 204p. il. (pors.) D (Heroes of peace and liberty; bk. 1) c. Bost., Nat'l Educational Committee Independent Workmen's Circle, 86 Leverett St. \$2

Schutz, Heinrich

When mammoths roamed the frozen earth; tr. by Frank Barnes. 197p. il. O [c.'29] N. Y., Cape & Smith \$2.50

Stories of the animals of the ice age, for young people and adults.

Scott, Ernest, ed.

Australian discovery; v. 1, By sea; v. 2, By land. 448p.; 454p. (bibls.) il., maps O [c.'29] N. Y., Dutton \$4, ea.

Accounts of exploration by the explorers themselves, illustrated with contemporary portraits and maps.

Ruffner, Willis E.

How to become an American citizen, and other facts of importance to the foreign born. 45p. D [c.'29] Greensburg, Pa., Craig Pub. Co. apply

Schmitz, Leo Ernest

A brief course of study in elementary printing. 48p. (bibl.) il. O c.'29 Saginaw, Mich., Central Junior High School apply

- Second New Yorker Album (The);** with a foreword by the New Yorker. no p. il. F '29, c. '28, '29 Garden City, N. Y., Doubleday, Doran bds., \$2.50
The best pictures from the *New Yorker*.
- Shull, A. Franklin, and others**
Principles of animal biology; new 3rd ed. 405p. il. O (McGraw-Hill pubns. in zoological sciences) '29 N. Y., McGraw-Hill \$3.50
- Skinner, Constance Lindsay**
Red willows. 420p. D c. N. Y., Coward-McCann \$2
A novel of life in a small community in British Columbia where the people of a dozen races had come for gold and remained to lead lives of hardships and privation.
- Spencer, Frederick Augustus Moreland, D.D.**
The theory of Christ's ethics. 252p. (bibl. footnotes) O '29 Milwaukee, Morehouse Pub. Co. \$3
A sequel to the author's "The Ethics of the Gospel" and "Civilization Remade By Christ."
- Starkey, Warren L.**
Commerical arithmetic. 192p. D ['29] N. Y., Globe B'k. 68 c.
- Steele, Harwood Elmes Robert**
The Ninth Circle. 312p. D (Copyright fiction) [c. '27] N. Y., Burt 75 c.
- Stefansson, Vilhjalmur, and Schwartz, Julia Augusta**
Northward ho! rev. school ed. 206p. il. D '29 N. Y., Macmillan 80 c.
- Stevenson, Robert Louis**
A child's garden of verses; il. by Eulalie. 85p. il. (pt. col.) Q [c. '29] N. Y., Platt & Munk \$1.25
- Stowe, Mrs. Harriet Elizabeth Beecher**
Uncle Tom's cabin; il. by James Daugherty. 446p. il. (col. front.) O [c. '29] N. Y., Coward-McCann \$3.50
- Sudermann, Hermann**
The wife of Steffen Tromholt; tr. by Eden and Cedar Paul; 2 v. 356p., 426p. D c. N. Y., Liveright \$5, bxd.
A man's conflict between his desire for freedom and his longing for a home is pictured in this novel of the marriage of Steffen Tromholt, a German.
- Sumner, Ann**
The dream kiss. 272p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.
- Surdez, Georges**
The demon caravan. 293p. D (Copyright fiction) [c. '27] N. Y., Burt 75 c.
- Tarkington, Booth**
The turmoil; ed. by Elizabeth W. Baker and Mary V. Baker. 386p. (4p. bibl.) il. D (Harper's modern classics) [c. '14-'29] N. Y., Harper \$1
- Thomas, Edward, comp.**
The pocket book of poems and songs for the open air. 352p. S (Travellers' lib.) ['29] N. Y., Cape & Smith \$1
- Tornius, Valerian**
Salons; pictures of society through five centuries; tr. by Agnes Platt and Lilian Wonderley. 326p. (3p. bibl.) il. O c. N. Y., Cosmopolitan \$5
The principal periods of European salons described under five headings, Renaissance, Baroque, Rococco, Sensibility, and Romance and Common Sense.
- Toynbee, Arnold J.**
Survey of international affairs, 1927. 622p. maps O '29 N. Y., Oxford \$8.50
- True, Webster Prentiss**
The Smithsonian Institution. 330p. il. (pt. col.) O (Smithsonian scientific ser., v. 1) '29 N. Y., Smithsonian Inst. Series, Inc., 50 Church St. lea., \$41.60, bxd.
- Turberville, A. S.**
English men and manners in the eighteenth century; 2nd ed. 564p. il. O '29 N. Y., Oxford \$4
- Upsala, Archbp. of**
The church and peace. 44p. O (Burge memorial lecture, 1920) '29 N. Y., Oxford 70 c.
- Usher, Wilfrid**
The great hold-up mystery. 288p. D (Internat'l fiction lib.) [c. '29] Cleveland, O. [World Syndicate Pub. Co.] 25 c.
- Vassos, John, and Vassos, Ruth**
Contempo; this American tempo. no p. il. F c. N. Y., Dutton \$5
Pictures by John Vassos, interpreting radio, advertising, suburbia, skyscrapers and other aspects of American life, with text by Ruth Vassos.
- Verrill, Alpheus Hyatt**
Great conquerors of South and Central America. 389p. (2p. bibl.) il. O c. N. Y., Appleton \$3
The stories of Balboa, Cortez, and other 16th century explorers and adventurers.
- Sherman, Harold M.**
Don Rader, trail blazer. 272p. il. D [c. '29] N. Y., Grosset apply
- Shull, A. Franklin, and others**
Laboratory directions in principles of animal biology; new 3rd ed.; to accompany Shull's Principles of animal biology, 3rd ed. 93p. O (McGraw-Hill pub'ns in zool. sciences) '29 N. Y., McGraw-Hill \$1
- Smith, Gertrude L.**
Spots and stains and how to remove them. 28p. il. O [c. '29] N. Y., The Delineator, Dept. of Service, 223 Spring St. apply
- Smith, Philip S., and others**
Mineral resources of Alaska. 241p. il., maps (Geol. survey bull. 797) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 80 c.
- Souter, A., and others**
James Smith Reid, 1846-1926; memoirs. 14p. O (Brit. Acad. proceedings, v. 13) '29 N. Y., Oxford pap. 50 c.
- State Department**
Admission of aliens into United States. 203p. '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.
- Striker, William Chelcie**
Western charms [verse]. no p. S [n.d.] Missoula, Mont., Author, 1423 Van Buren St. pap. 60 c.
- Studies in the nature of truth; lectures delivered before the Philosophical Union, University of California; 1928-1929. 232p. (bibl. footnotes) O (Univ. of Cal. pub'ns in phil., v. 11) '29 Berkeley, Cal., Univ. of Cal. Press pap. \$3**

Vinogradoff, Paul

Roman law in mediaeval Europe; 2nd ed.; preface by F. De Zulueta. 156p. D '29 N. Y., Oxford \$2

Waite, Roy H.

Poultry science and practice. 433p. il. O (McGraw-Hill pub'ns. in agricultural and botanical sciences) '29 N. Y., McGraw-Hill \$3.50

Wallace, Edgar

The strange countess. 318p. D (Copyright fiction) [c. '26] N. Y., Burt 75 c.

Wareing, E. Vincent

Alphabet of the altar, and other holies. 46p. il. Q '29 N. Y., P. J. Kenedy bds. \$1.25

Warren, Robert Penn

John Brown; the making of a martyr. 474p. (16p. bibl.) il., map O c. N. Y., Payson & Clarke \$5

A biography of John Brown that follows his mental development that culminated in the Harper's Ferry attack.

Warwick, Edward, and Pitz, Henry C.

Early American costume. 333p. (bibl. notes) il. O (Century lib. of Amer. antiques) [c. '29] N. Y., Century \$4

A description of the various articles of costume and their accessories, showing the changes through which they have passed.

Welles, Winifred

This delicate love. 77p. D c. N. Y., Viking Press bds. \$1.50

A second volume of poems, many of which have appeared in American periodicals.

Wells, Herbert George

The outline of history. 1192p. il., maps O (Star b'ks.) [c. '20] Garden City, N. Y., Garden City Pub. Co. \$1

Wick, Jean

The love quest. 376p. D (Copyright fiction) [c. '29] N. Y., Burt 75 c.

The story of a young girl who goes to New York to earn her own living.

Willett, Hilda

Tragedy in Pewsey Chart. 319p. D '29 N. Y., Longmans \$2

Who murdered the elderly man found in Pewsey Chart?

Wilson, Forrest

Rich brat; a novel of Paris. 439p. D [c. '29] Ind., Bobbs-Merrill \$2.50

The story of a young American buyer who is swindled by the manager of a Paris fashion house but regains all through the marvelous success of Gosse de Riche, a dress.

Wilstach, Paul

Tidewater Virginia. 326p. il., map O [c. '29] Ind., Bobbs-Merrill \$5

The traditions of one of the most historical regions in America.

Winold, Susie Aiken

Meanwhile [verse]. 46p. D c. Bost., H. Vinal, 100 CharlesSt. bds. \$2

Wirries, Mary Mabel

Paula of the drift. 161p. front. D c. N. Y., Benziger Bros. \$1

A story for Catholic girls about an orphan girl who had been raised like a boy, by her grandfather.

Witkop, Philipp

German students' war letters; tr. by A. F. Wedd. 382p. D [n. d.] N. Y., Dutton \$3

These letters of university students who gave their lives in the War form a chronological picture of the War as experienced by German soldiers.

Wodehouse, Pelham Grenville

Meet Mr. Mulliner. 308p. D (Copyright fiction) [c. '25-'28] N. Y., Burt 75 c.

Wolf, Heinrich F., M.D.

The male approach; preface by Dr. Alfred Adler. 220p. O c. N. Y., Covici, Friede \$3

The problem of man's courtship.

Wolfe, Humbert

Notes on English verse satire. 158p. D (Hogarth lectures on lit. ser., no. 10) [c. '29] N. Y., Harcourt \$1.25

The history of satire in English verse from Chaucer up to the present.

Wolfschlager, Irene Hollands

Moccasined feet. 143p. il. (col.) D [c. '29] Bost., Ginn 72 c.

A story for children of pioneer days on the western border.

Wright, Sydney Fowler

Dawn. 349p. D c. N. Y., Cosmopolitan \$2.50

A sequel to "Deluge," telling the story of the great flood that swept over England from a new angle.

Wynne, May, pseud. [M. W. Knowles]

Angela goes to school. 253p. front. D (Girls home and school ser., no. 810) [c. '29] Cleveland, O., World Syndicate Pub. Co. 35 c.

Yates, Margaret Tayler

Miss Morrow sees the Mediterranean. 298p. il. O [c. '29] Phil., Penn \$3

Miss Morrow, whose viewpoint is fresh and humorous, describes her trip to Mediterranean lands.

Zamacois, Eduardo

Roots. 342p. D c. N. Y., Viking Press bds. \$2.50

A novel, translated from the Spanish, that portrays tragedy against the bleak background of a small town on a high plateau.

Zorrilla y Moral, José

Don Juan Tenorio; drama religioso-fantastico en dos partes; ed. by N. B. Adams. 205p. D (Borzoï Spanish texts) '29 N. Y., Knopf \$1.50

Wenley, Robert Mark

'Tis sixty years since; the seventh annual Harvison lecture, 1929. 19p. (bibl. footnotes) O (Univ. of Cal. pub'ns in phil., v. 6, no. 5) '29 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

White, H. P. Winsbury

Stone in the urinary tract. 344p. il. (pt. col.) '29 Phil., Blakiston \$7

Wilson, J. Dover

The Elizabethan Shakespeare. 28p. O '29 N. Y., Oxford pap. 35 c.

Yoffa, Annie

Revenge, or, The comedy of letters; a five act drama. 121p. D '29 N. Y., Martin Press, 76 Hudson St. apply

Zimmerman, Harvey J., ed.

Cotton production in United States, crop of 1928. 40p. (Census Bur.) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

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- Ancient carpenter's tools. Mercer, H. C. \$5
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- Angela goes to school. Wynne, M. 35 c.
World Syndicate Pub. Co.
- Aristocratic Miss Brewster, The. Lincoln, J. C. 75 c.
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- Art of rapid reading. The. Pitkin, W. B. \$2.50
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- Auditing problems. Jackson, J. H. \$6
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- Wide seas and many lands. Mason, A. \$1
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H. \$5 Liveright
- Wonder stick, The. Coblenz, S. A. \$2
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- World's back doors, The. Murray, M. \$1
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\$1 United Christian Missionary Soc.
- Youth's highway. Mackay, C. D. \$2 Holt

Old and Rare Books

Frederick M. Hopkins

COLLECTORS and rare book dealers take a keen interest in the early fall sales and booksellers' catalogs because they show the tendencies in collecting and foreshadow the general prospects for the season. In England and America the early catalogs are unusually significant this year. In England the dominant note is that of keen interest in fine autograph letters and manuscripts. In this country, especially if we use booksellers' catalogs as a criterion, the most sensational feature in present collecting is the general interest in the first editions of American authors. This interest seems destined to include authors of all periods, Colonial, the Revolutionary War, the early years of the Republic and the nineteenth and twentieth centuries. Much study and research is necessary in many cases to complete bibliographies, settle collector's points, establish degrees of rarity, etc., but progress is rapidly being made along these lines, and prices are advancing rapidly in consequence. There are some very wide-awake and enthusiastic collectors and dealers gathering in American

first editions and their activity will soon bring others into this field.

THE library of the late John C. Williams, of Morristown, N. J., one of the most valuable to be dispersed this season, will be sold in two parts, by the American Art Association, Anderson Galleries, Inc.; Part I, Americana, will be sold in the afternoon of November 6, and Part II, English Literature, in the evening on November 6, and afternoons and evenings of November 7 and 8. One of the rarest works relating to America and the first copy to appear in an auction room since 1870 is Thomas Hariot's "A briefe and true report of the new found land of Virginia," printed in 1590. Another item of the greatest importance is a copy of the *Royal American Magazine*, Boston, 1774-75, the most perfect copy ever disposed of at auction, having all of the plates, including those of Paul Revere. This magazine was the last published in Boston before the Revolutionary War. Although there are only 171 items of Americana, there are many others of great

rarity and value. Henrietta C. Bartlett has written an introduction to the catalog of Part II, *English Literature*. She says that since the death of Beverly Chew, the acknowledged authority in this country on engraved portraits and title pages, there has been no one who knew as much about them as Mr. Williams or has brought together such a magnificent series of examples. In this catalog are to be found the earliest known English books illustrated by copperplates. The greater part of Mr. Williams's prints are in books. Besides the books connected in some way with early illustration, the collection is rich in rare works of early English literature. His collections of Bacon, Brathwaite, Donne, Milton, Wither, and others, are very fine. There is also a large number of rare and interesting incunabula, many of which were acquired for their illustrations but others for their typographical and general interest. Miss Bartlett says: "As a whole, the library is one of the most important which has been dispersed for years and shows the advantage of collecting with a single purpose in view, and a real appreciation of books and prints from the standpoint of the student. It will be a long time before the rising generation has another chance to reap the fruits of such experience and knowledge in this line, and to acquire such valuable English illustrated books of the Elizabethan and Jacobean reigns."

AN important sale will take place at Sotheby's in London on November 11 to 14 inclusive, when rare books and manuscripts, selected from nearly a score of consignments, will be sold. The autographic material is rich in valuable manuscripts and letters and includes a manuscript of Goldsmith, journals of Sir Joshua Reynolds, the manuscript of Dickens's "School Boy's Story," portions of the manuscripts of Scott's "The Culloden Papers," of Malthus's "Principles of Political Economy," of Washington Irving's "Christopher Columbus," and of Crabb's "Tales of the Hall." There are also shorter manuscripts by Cowper, Tennyson, Conan Doyle, Norman Douglas, and very fine letters of Washington and Burns. There is also a very remarkable collection of early manuscripts, removed from a cele-

brated mediaeval library, where they were written and illustrated during the 9th, to the 12th, centuries. A wide range of first editions include presentation copies by Barrie, Fanny Burney, C. L. Dodgson, Galsworthy, Lever, Richardson, Scott and Wilde.

JUST a year ago Dauber & Pine Bookshops, Inc., issued their first catalog treating of subjects in natural history, and now comes another, No. 53, for the season of 1929-30, devoted to natural history, anthropology, sport, African and Arctic exploration and science in general. It comprises 1,326 lots and includes many rare and valuable items as well as hundreds of useful and standard books at very moderate prices. The first catalog was issued with some misgivings "regarding its sufficiency of appeal to the reading public," but its success was greater than could have reasonably been expected. We have no doubt that this issue will be even more successful. Catalogers interested in this field will find a well-planned, well printed, catalog of carefully selected stock, skillfully described, and well worth saving as a model.

IN a foreward to James F. Drake's current catalog, No. 212, "Rare Books and First Editions," he says "Hard work usually brings a proper reward, and this catalog shows the result of hard work at book-hunting during the past few months." A few of the outstanding items of the 211 listed include Jane Austen's "Sense and Sensibility," London, 1811, first edition of the author's first novel, \$1,750; Burton's "The Kasidah," privately printed, n. d., first edition and first issue, \$1,000; "The Workes of Geoffrey Chaucer," London, 1542, second collected edition, \$2,750; Lamb's "Tales from Shakespear," 2 vols., London, 1807, first edition, \$1,750; Smollett's "Peregrine Pickle," 4 vols., and London, 1751, first editions, \$1,500.

Auction Calendar

Wednesday afternoon, November 6th at 2:15. The library of the late John C. Williams of Morristown, N. J. (Part 1, Americana; Items 171.) American Art Association, 30 East 57th St., New York City.

Wednesday evening, Thursday and Friday afternoons and evening, November 6th, 7th and 8th, at 2:15 and 8:15. The library of the late John C. Williams of Morristown, N. J. (Part 2, English literature; Items 1228.) American Art Association, 30 East 57th St., New York City.

Saturday morning, November 9th, at 11 o'clock. Rare Americana, pamphlets, autographs and books, including many important, fine and valuable items. (Items 236.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Catalogs Received

American and English first editions. (No. 32; Items 339.) The Bookshop of Harry Stone, 24 East 58th St., New York City.

Americana, the Ohio and Mississippi Valleys, Northwest and Southwest. (No. 23; Items 254.) William Todd, Mount Carmel, Conn.

Autographs, chiefly American and French, letters, autographs, documents, etc. (No. 2; Items 175.) J. M. Taggart, 29 Southeast First Ave., Miami, Fla.

Autographes, anciens, et modernes, documents et manuscrits. (No. 7.) Victor Degrange, Hotel Des Societes Savantes, 28, Rue Serpente, Paris, France.

Old books and pamphlets. (No. 76; Items 171.) Newman F. McGirr, 10 South 18th St., Philadelphia, Pa.

As to "Uncle Tom" Firsts

John T. Winterich

THE discussion of early issues of Harriet Beecher Stowe's "Uncle Tom's Cabin" in the *Publishers' Weekly* for October 19th has produced some interesting replies, not the least important fact gleaned from which is clear proof that the major premise in the original presentation was wrong. Whiteman Bennett, of the Bennett Book Studios of New York, undertook an immediate collation of a dozen available copies of the first edition, one of which, owned by the Pegasus Bookshop, bore a presentation inscription (not by Mrs. Stowe) dated March 30, 1852, the month of publication, and another of which, a signed presentation copy from Mrs. Stowe now in a private collection, was dated even earlier. In each of these twelve copies, including the two presentation copies with the significant dates, the stereotyper's notice *only* appeared at the foot of the copyright page. The imprint of George C. Rand & Co., was not present.

The Rand imprint ("Printed by Geo. C. Rand & Co., No. 3 Cornhill," in one line, caps and lower case) seems to have been used thereafter. Addition of this line below the stereotyper's notice, thus, is clear proof that the copy so marked is not a first edition.

The matter of a copy of the tenth thousand, bound in lavender cloth, heavily gilt (the so-called "presentation" binding) and with all edges gilt, which carries the Rand imprint in three lines of capital letters and *omits* the stereotyper's notice, remains somewhat inexplicable. At least two hypotheses are admissible to account for it: (1) The printer objected to the omission of his credit line in the first edition; accordingly it was inserted in the tenth thou-

sand copies and the stereotyper's name somehow left out; the stereotyper then objected on his side, and in subsequent issues both names were used, the printer's credit being inserted in altered form so as not to crowd the foot of the page with type. (2) Copies in the "presentation binding" may have been printed direct from the type, for the sake of a sharper impression, after stereotype plates had been made, in which case, of course, the stereotyper's name would have been omitted. At any rate, one such copy is known to the writer, and the owner makes no pretence that it is anything like unique.

To sum up: Copies of the first edition carry at the foot of the copyright page the following notice:

Stereotyped by
Hobart & Robbins,
New England Type and Stereotype
Foundry,
Boston.

Copies of later issues (specifically, copies slugged 15th, 17th, 50th, 70th, and 265th, thousand, and, by reasonable presumption, copies with intervening and subsequent slugs) carry both the above notice and the added line:

Printed by Geo. C. Rand & Co.,
No. 3 Cornhill.

Mr. Bennett also calls attention to the fact that in the first issue the lettering at the base of the backstrip reads "J. P. Jewett & Co.," later altered to simply "Jewett & Co."

Out of the whole discussion emerges the certainty that faking "first editions" of "Uncle Tom's Cabin" by erasing the numerical designation on the title-pages is no longer a safe practise.

BOOK MAKING

A Monthly Department

The Revival of Type Designs

Paul Johnston

Mr. Johnston, an Artist as Well as a Typographer, Has Just Established The Fairfield Press.

THE basis of all fine printing is type, and upon the good or bad design of type the flux and reflux of quality in printing depends. Type design, at its inception in the hands of Gutenberg, was an imitation of the formal handwritings of the German scribes, and so successful was this imitation that the beginning of beautiful printing was simultaneous with the beginning of printing from type. For years the broad pen handwriting of the scribes dominated type design, and it was not until Jenson revealed the beauty of roman letters with a type based upon the humanistic hand that the gothic began to be unpopular. But even Jenson's fine roman could not immediately supersede the gothic, for it was the letter used by Aldus about twenty-five years later that finally brought to this form the admiration it deserved. It is possible it gained its popularity more because the books of Aldus had a wider distribution than those of Jenson, than because it was a better type. But with this perfection of the roman letter, introduced by de Spira, refined by Jenson, and made popular by Aldus, came a wider respect for the printing of books as an art distinctive from the writing of them. Printers using the gothic type made a definite effort to imitate the caligraphic books, but, with roman types, books began to drop their hand written aspects. They were illustrated with woodcuts, and woodcut initials replaced those which had

formerly been put in by hand by the scribe.

So we perceive that the art in book printing was achieved first through the close imitation of hand-written books and later through the general use of roman type. For another century type design flourished. Few important new letters were introduced, but Aldus's types were copied in France, and the roman form of letters became popular in Holland as well, and fine printing prevailed first in France and then in Holland. But with the decline of type design which came in the seventeenth century there came also a decline in the quality of printing.

English printing had little typographic distinction until Caslon. Previously types were copied, at first from France, and then from Holland, and they were usually crude and ugly. Dutch types were most frequently used when Caslon began his work, and his design was simply a refinement of a Dutch letter rather than an original creation. But his effort was of greatest importance and his old face type was immediately successful. It was so popular, in fact, as to outshine the distinguished original letter designed by Baskerville a little later. But Baskerville's type had its reprisal. If the English preferred the soft curves of Caslon, the French had some appreciation of the new qualities of Baskerville. The punches of the letter went to France where they were accepted with respect. Baskerville's type

Of all the occupations
 A beggar's is the best
 For whenever he's a-weary
 He can lay him down to rest
So a-begging we will go

The 30 point font of Baskerville type as produced by the Lanston Monotype Corp. of London

became the basis of a new form of letter design called Modern, which was brought to its best form by Didot and Bodoni. And where Baskerville had been frowned upon in England, its derivatives were received with enthusiasm a few years later. They superseded Caslon's types and when their design was distorted and exaggerated in France the same thing happened in England, and so, by a round about way, and quite without their maker's intention, Baskerville's type brought English printing to its lowest ebb.

Up to the middle of the nineteenth century each high point of interest in printing and in excellence in its production was the result of the introduction of some fresh or new type design. William Pickering and the younger Charles Whittingham were probably the first to realize the possibilities of obtaining good printing by taking a fine type of the past to work with. Not only was Caslon's type revived but that style of printing common to Caslon's day was also adapted, so here were two innovations in printing art. But for a number of reasons Pickering's books had little general influence. For years, the Whittinghams printed charming volumes which Pickering published, but somehow, though the distinction and importance of his activity was felt, it did not inspire many others to go and do likewise.

The Reverend C. H. O. Daniel was merely a boy when Pickering first revived

Caslon's type, but he was already playing with printing, and about thirty years later he revived the Fell types of the Oxford University Press using them in books he printed at the Daniel Press. But his little enterprise was not commercial. The books and pamphlets and broadsides he printed had very slight distribution, and I doubt if many of the people who received them appreciated the beauty of the type or the fact that it was revived from a popular type of a hundred years before. Neither Daniel's nor Pickering's efforts had wide or lasting effect. Pickering did bring back to Caslon's type the respect it had previously had, but either because it was hard for others to obtain, or because they used it so abominably when they did get it, we must admit that in this case the availability of good type did not bring about a widespread elevation of quality in printing.

The second important revival of type design was fostered by William Morris, and it is the root of our present movement for the making of fine books. Morris admired the gothic in decorative art, and it was natural that he sought gothic letters as a basis of his type design when he turned to printing, and it was just as logical that he used his types in the gothic manner. Morris did not look upon himself as lacking in originality. It probably never occurred to him that he might create a new letter design for his own use. Obviously he was not a type designer but a decorator.

KENNERLEY OLD STYLE

THIS FACE was designed in 1911 for use in a sumptuous presentation of ten short stories by H. G. WELLS published by MITCHELL KENNERLEY & was afterward offered to printers generally. A modest showing in *Typographica* No. 1 of the two sizes then available brought response at once from printers, and the demand, in spite of its piracy by certain unscrupulous machine men, today is as great as ever. It is an original face; that is to say, its essential characteristics are not drawn from existing sources. One writer says "Kennerley besides being beautiful in detail, is beautiful in mass; and the letters set into words seem to lock into one another which is common in the letter of early printers, but is rare in modern type."

Goudy's "Kennerley Old Style" from sample book of the Continental Typefounders Association

He simply acknowledged that the types and styles of the early printers could not be surpassed, and his object was merely to attain again for printed books the beauty they had inherited from manuscripts.

Though Morris's work had a few followers and imitators immediately, none but his own was of any consequence. It is somewhat creative to discover a disused art and bring it back again, but it is not very original to copy the work of any creator and Morris's direct followers had little of their own to bring to printing. But there were a few who saw Morris's work as an inspiration for their own. They did not believe in everything Morris preached, but they took a lead from his teaching to the development of their own aspirations. Emery Walker and T. J. Cobden-Sanderson set up The Doves Press, taking Jenson's fine roman for the

basis of their type, C. H. St. John Hornby set up the Ashendene Press using the Fell types of the Oxford University Press at first, some Caslon, and then going back to the Venetians for models for letter designs. Thus the private press movement instituted by William Morris had its flowering in England but because of environment and different circumstances it had little consequence in the United States. The presses came and went, announcing a number of books and perhaps actually publishing one or two, and then were heard of no more. When the smoke cloud raised by Morris's imitators had cleared away only a few consequential enterprises could be discovered. D. B. Updike had started the Merrymount Press in Boston, Bruce Rogers was at work at The Riverside Press, Frederic W. Goudy had obtained some small recognition as a designer



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Book Designing : Composition : Electrotyping : Printing : Binding

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of type and as director of The Village Press and Carl P. Rollins had begun printing. If these latter two alone had retained some of Morris's dictum regarding hand craft work in the early part of the century, they later accepted the machine as an element toward the attainment of their ends.

D. B. Updike was probably the leader in the revival of type designs in America. Bertram Goodhue, a distinguished American Architect, designed the Merrymount type for his press in 1895, but as Updike says of himself and Goodhue they were both "seduced by Morris's unduly black types," so they "—merely modified the heaviness of the Morris fonts, although adopting an early form of roman letter." Later Herbert P. Horne designed the Montallegro type, a lighter colored face, but one also drawn from early Italian sources. But it is not for producing books printed in types based on traditional models that Updike's work is most important. He was an admirer of Pickering, and he bought some Caslon types and had them cast from their original matrices. But he was not satisfied to bring only one musty letter to light. He was a student of fine printing and sought many types from which good books had been printed in the past. He found the Oxford type, shelved by The American Typefounders Company, and had special castings made from the matrices, he imported a fine Scotch Roman from England, and the types of Janson from Holland. Updike secured an unprecedented collection of various distinguished type faces and printing material, and, being an artist of no small ability, he could hardly use them but to obtain beautiful work.

Bruce Rogers was in the meantime at work at The Riverside Press. He designed the Montaigne type, by far the most charming of the copies of Jenson's light roman letter, and later the Centaur, a very similar face. He found good types at the Riverside Press which had lain idle for years, and he put them to work. He sought fine letters wherever he could find them and had them cast for use in his books. The choice of the books for printing by the Riverside Press was determined by their typographic possibilities, and in their design Rogers broke entirely away

from the precept of the private press, the printing of all books in the same type and in the same style of typography. Rogers was working as an expressionist, seeking somehow to interpret literature in terms of book design, to give his books an air, or to create an atmosphere about them through typography. Updike, at The Merrymount Press was working in the opposite way, but curiously the ends were much the same. Having a book in hand Updike would set out to print it in a type and style of typography suitable in every way to its literary content. All the fine books of the past, all the periods of distinguished typography, became the sources for the work of these two artists. Bruce Rogers played a more varied tune than did Updike, who found his key principally from eighteenth century English and French Printing, striking a chord occasionally in the period of the Scotch roman types as used in England in the nineteenth century. But it is not to be supposed that they simply copied styles. Both Rogers and Updike are creative, and, though much of their work shows, quite honestly, a debt to the past, they have brought a generous personal contribution to every book they have produced. Their work marks the beginning of period printing; the revival of a number of fine type faces of the past and their use with a knowledge of how they had been handled to the best advantage in their day.

Either because of the work of Rogers and Updike, or spontaneously, there followed a revival of type designs in America. The American Typefounders Company obtained strikes from Caslon's original punches, they produced a version of one of Bodoni's types, one of Baskerville and a Garamond, and even a Scotch Roman. But the fitting of the American castings of Caslon matrices was far from what it should have been: the best Scotch Roman type was allowed to pass out of use, to be brought to light by Rogers and Updike and cast only to special order. The Baskerville was a rather poor copy of a copy of the original of that beautiful type. Only the Bodoni and Garamond were fair, and neither of these particularly distinguished. But by this time hand composition had taken a back seat as far as book production is

concerned in America. Machine composition offered the user, at that time, an even sadder assortment of types, but machines gradually took the place of the hand compositor none the less. The types that Rogers and Updike were using were not easily to be had by general printers, so their books had more admirers than imitators.

The private press movement derives directly from William Morris but our modern movement for fine books comes as directly from the work of Bruce Rogers at The Riverside Press and D. B. Updike at The Merrymount Press. But American soil was not rich enough to nourish the seed they planted. It must needs blow to England and find a rich loam there before it could sprout and bear fruit.

Stanley Morison became the prophet of the movement in England principally because it was through his influence the Lanston Monotype Company in England instituted a vast program of typographic research and revivals of type designs. In the past several years this association has presented Garamond, Baskerville, Poliphilus, Blado, and Fournier, each type carefully adapted as the characteristic letter of a particular period of printing, and rendered from its original designs. This was by far the best collection of revived printing material so far made available to the common printer as well as to the printer who wanted to produce more special kinds of typographic work. English printers did not hesitate to accord the activity their hearty support. Under the leadership of Francis Meynell of The Nonesuch Press there was a new impetus which went with purifying effect to the very byways of English bookmaking. The whole gamut of period book design was made available to the English printer. With Poliphilus and Blado he could take the Italian printing of the late fifteenth century as a point of departure, with Garamond and Fournier he could look to the exquisite books of the French sixteenth and eighteenth centuries for inspiration, and with Baskerville, since it had previously been so little used as never to dominate a period of typography, he had a letter suitable to the expression of a typography of his own day.

The Linotype Company in England was not long in following this lead. Its best

work began with the appointment of George W. Jones as typographic director. The first designs to come as a result of this were the Granjon and the Venezia. The Granjon was derived from the types of Garamond and his contemporaries, and, though it possesses little outstanding originality, it is a most beautiful letter, and became popular immediately. The Venezia, being a fifteenth century Italian letter, and of darker color, has not been so successful. A version of Baskerville is now in preparation, and advance proofs of it indicate that it will have the delicacy and feeling of crispness so characteristic of Baskerville's type. Estienne is another recent design, but like Granjon and Venezia it is a composite letter, expressive of the best types of its namesake's time rather than a straight adaptation of any particular letter.

In America The Lanston Monotype Company took the lead in producing fine and original type designs, with the appointment of Frederic W. Goudy as typographic director. Goudy is doubtless the most distinguished type designer in the country, and his work has been impressive from the start in that he has, in almost every case, brought some original features to his types. Goudy does not believe in adaptation. He is a true artist. Because he is a penetrating student of printing and letter forms, his types are always definitely related with tradition. Yet only two of them bear marked resemblance to any type previously cut. Being original his types do not so readily suggest the period style in typography which is so popular today, and for that reason they are not as widely used in book work as they might be. But with Kennerley and Goudy Oldstyle he has made contemporary letter designs with which the feeling of the Italian printers may be attained. His importance rests principally upon the fact that he has given the American common printer some fifty good types to work with, and, if these are not principally used in books, they are encountered daily in every other kind of printed work.

In America the Linotype machine is more popular and widely used in book composition than it is in England, and to American book design, it is therefore of no small importance. Until recent years no very distinctive types were offered for the printer's use, since the designs of the letters

THE SECRET AGENT

AMONG the many comments, critical and otherwise, on Conrad's works since his death, there have been far too few, in my opinion, on the simple and narrative side of his genius. I say simple because in these after-war days when the novel is made either a philosophical treatise or a rag-bag of personal reactions to daily living, the art of narrative *does* seem simple, simple-minded, that is. And here I would earnestly remark that it is only a prejudiced and child-like criticism that will scorn the modern analytical novel when it is finely done. The modern novel is enriched by the voyages of *Ulysses* and the thrilling discoveries of Marcel Proust, but when is someone going to recognize that the art of external narrative is waiting desperately for the genius who will give us the modern equivalent of Scott and Dumas just as Joyce and Proust have given us the modern equivalent of Richardson and Sterne—yes, and on the same grand scale?

Conrad would have laughed, shrugged his shoulders, and it might be, raged, had you suggested to him anything so portentous. He rejected again and again the notion that he was "out" for any ism. But his constant reiteration that everything about him was "simple"—his art, his philosophy of life, his sense of adventure, his comprehension of danger and struggle—has always been to myself a little suspect.

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A page set in Monotype Garamont one of the recent fonts developed by the Lanston Monotype Machine Co., of America. This book is "A Conrad Memorial Library" printed for Doubleday, Doran & Co., by W. A. Kittredge at the Lakeside Press, Chicago.

A QUINMADE BOOK IS A WELL MADE BOOK

(Right) A page from "Morocco Bound" by Edwin Valentine Mitchell (Farrar & Rinehart)

(Below) Advertisement of Frederick Stokes, N. Y. Times, Oct. 13

STOKES BOOKS

THE FINGER POST

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250 copies!"
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Our Manufacturing Department, prostrated for the moment, is triumphant . . . English page proofs arrived Sept. 19 . . . Frenzied production in less than two weeks establishes a book-making record for a grand book! Fully illustrated. (\$5.00)

MOROCCO BOUND

at half that figure. It takes almost as much time and energy to sell a lower-priced book as one that is expensive.

The book trade always hopes very earnestly that the publishers who have the best-sellers will be those who will be able to cope with the situation and keep abreast of the demand. It is heart-breaking to have people crowding into bookshops eager to buy certain books only to be disappointed because there are no copies to be had. There are only a few really efficient publishers in the country. Last Christmas Harcourt, Brace and Company published Lytton Strachey's "Elizabeth and Essex," which sprang into the best-selling class immediately upon its appearance the first of December. They worked like Trojans to keep the trade supplied, with very satisfactory results all around.

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THE SPANISH IDIOM

dalucian folk-songs, the type of which Falla believes to be the so-called *siguiriya gitana* (gipsy *seguidilla*) from which are derived other types of melody — for example, *polos*, *martinetes*, and *soleares*⁵ — which still exist and which preserve certain characteristics of the highest musical interest, distinguishing them from the more modern groups formed by the songs commonly called *flamenco*.⁶ Strictly speaking, however, that name should only be applied to the more modern group, comprising *malagueñas*, *granadinas*, *rondeñas* (from which the first two are derived), *sevillanas*, *peteneras*,⁷ and others, which are also derivations from those already mentioned.

In *cante hondo* Falla finds analogies with certain types of melody found in India and elsewhere in the East. The positions of the smaller intervals in the scale are not invariable; their production depends upon the raising or lowering of the voice due to the expression given to the word which is being sung. This leads to the free alteration of four of the seven tones of the scale; that is to say, only three are fixed; while, further, each of the notes susceptible of

⁵ The derivation of the first two of these is difficult and uncertain. "*Soleares*" is the plural of "*soleá*," a provincial or gipsy form of "*soledad* (solitude)."

⁶ For the somewhat problematical origins of this word see Grove's *Dictionary*, third edition, or *Spain from the South*, Chapter I.

⁷ The first four of these names are geographical, signifying songs from Málaga, Granada, Ronda, and Seville, while "*La Petenera*" is said to have been a singer of these songs in the middle of the last century. See also S. de Madariaga, *Shelley and Calderon, and other Essays* (1920).

Linotype "Garamond" as used in a current book of Alfred A. Knopf

were made to conform with foundry types for which it was intended they be used. When a program of type design was finally begun it was at first of small importance. Benedictine Book was the first individual letter made, and it could hardly be called successful. But in the past few years the Mergenthaler Linotype Company has allied itself with many important typographic activities in Europe through the organization of an International Typographic Council. Through this connection American printers have obtained the Granjon

type as designed under the care of George W. Jones in England, and a version of Garamond after that of the Stempel Foundry in Germany. Through this connection also the Linotype Baskerville, Estienne, Astree, and Janson will come to America at some future date.

It is apparant that the American book designer is at present cramped for a variety of good type designs. Foundry type being negligble for book work he has only the composing machines to look to for material. While the Monotype has quite a number

of good faces, not all of them are available for machine composition. Only in England can sizes larger than twelve point be automatically composed, (except in the case of one American printer who has imported the means of making this work possible) the fine types revived by Stanley Morison in England are not commonly in use, and while certain type faces would make excellent book letters with some slight alteration, the spirit of cooperation which is reputed to exist in England is not met with in this country. The Linotype machine offers only a small collection of good material: Granjon, Caslon, Bodoni, and Scotch Roman, obviously a slight scale for the typographer's symphony. The best original type design in America has been put to the use of printers of publicity.

But if we accept the precept that fine type design is the basis of fine printing we may look forward to brighter days. Frederic W. Goudy's best book types will eventually appear as composition material for the Monotype machine, and the English Baskerville, Balado, Poliphilus, Fournier et al, will probably be easily available on the Monotype some day, and with much of the typographic resource of Europe opened up the Linotype machine may be looked to for many useful letters in coming years. I must withhold the most interesting news I've heard regarding type design; but I may be permitted to say that it has to do with the production of types designed by an artist who recognizes the need of a fine oldstyle, a good transitional letter, and a distinguished modern, all expressive, if such a thing is possible, of the contemporary feeling of American art. No man is more capable than he to bring such a task to a successful conclusion. So the American book designer may look forward to a time when he will have types with which he can produce the period style of printing now so popular, and to express, if he has the urge, some individuality in his work through the use of types with a more contemporary feeling. It may even be hoped that American book printing is not far from the attainment of some nationalistic character.

CHAUCER'S TALE OF SIR THOPAS

Heere bigynneth Chaucers Tale of Thopas

LISTETH, lordes, in good entent,
And I wol telle verrayment
Of myrthe and of solas;
Al of a knyght was fair and gent
In bataille and in tourneyment,
His name was sire Thopas.

The First
Fit

Y-born he was in fer contree,
In Flaundres, al biyonde the see,
At Popering, in the place;
His fader was a man ful free,
And lord he was of that contree,
As it was Goddes grace.

Sire Thopas wax a doghty swayn;
Whit was his face as payndemayn,
His lippes rede as rose,
His rode is lyk scarlet in grayn,
And I yow telle in good certayn
He hadde a semeley nose.



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Caslon Old Face as used in new
"Chaucer"

The Shakespeare Head Press

AN article in *The London Mercury* for October, which recounts the history and discusses the work of the Shakespeare Head Press, also carries the above reproduction of a page from the "Chaucer" now nearing completion. The seventh volume of the set which is planned to be complete in eight large 8vo volumes, is in the press. The text, edited by Dr. A. W. Pollard, is set in Caslon Old Face. The hand painted initial letters and colored headings are being drawn by Joscelyne Gaskin. She is also doing the small figures used as marginal decoration, redrawn from those in the fourteenth-century Ellesmere manuscript of Chaucer. The *Mercury* also carries illustrations from pages of other volumes now in the press, and among them is a page from Bede's "History of the Church of England," with the wood engravings of the Louvain edition of 1565 redrawn as woodcuts by John Farleigh.

PERFECTION IN BOOKS



Said Michael Angelo:—"Trifles are what make perfection, but perfection is no trifle."



Napoleon found inspiration in "Plutarch's Lives." "Heroes and Hero Worship" by Carlyle was the ladder on which Tyndall, the scientist, climbed to heights. Novels and gay poetry were stimulants to Walpole's genius, and our own Lincoln loved "Aesop's Fables"

WE treat each book as though it were destined to cause the waters of genius to bubble up from every reader's soul. We choose to take that attitude because, by giving the book such a worthy mission, we give ourselves the highest motive to perfection in its production

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MODERN!

BOOK APPEARANCE is undergoing the inevitable change that has marked the course of other articles of merchandise. While the pendulum swings from the old to the new, many books are attaining the modern, colorful touch looked for by the buying public — and others continue to be counterparts of the books of a decade ago. What about the books you make, or sell?

SPAN-O-TONE strikes a modern note. Its colorful, two-tone combinations lift books out of the commonplace. Generous samples are available to prove that SPAN-O-TONE will give style and distinction to your book covers.

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HOLLISTON
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Richard W. Ellis: Builder of Books

R. Critchell Rimington

"I began printing books with the hope of producing some which would have 'definite claim to beauty, while at the same time they should be easy to read and should not dazzle the eye, or trouble the intellect of the reader by eccentricity of form in the letters.'"

—William Morris.

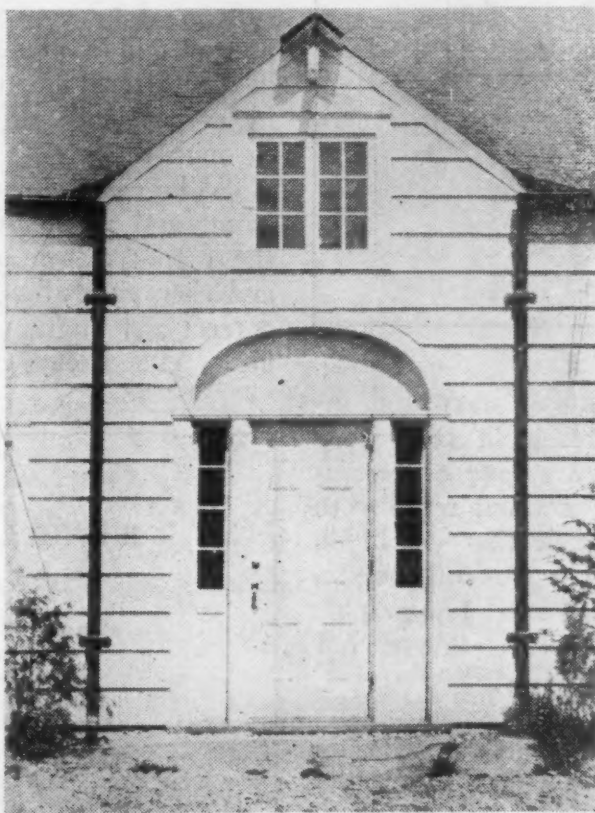
I. Biographical

THOUGH I have never asked him, I haven't the slightest doubt but what that very statement, without the alteration of so much as a single word, is the credo of *Richard W. Ellis: The Georgian Press*. Those of us who know him, realize that he could accept no lower standard, and you who read this will admit that one fulfilling this credo must certainly approximate perfection.

Baskerville obtained fortune and renown as a "manufacturer of japaned ware of high quality"; William Caslon first followed the profession of engraver of gunlocks and barrels—and Ellis desired the career of a metallurgical engineer! His college days were short-lived, however, for he abruptly left engineering school to join a large press at which he had often worked during the summer months. "My interest seemed to be from the beginning in books, and not in commercial or advertising printing. This was no doubt due to the fact that my father was a devotee of 18th Century English literature; and books, therefore, seemed to give me a greater interest, and a keener appreciation of printing. My mother did a great deal of paint-

ing in oils, and I feel that my artistic appreciation and ability came from her."

In 1916, Ellis launched into business for himself as a designer of printing, and with the exception of two years in the Army continued as such until 1923. His entire time was taken up with commercial work, with the exception of "an occasional book to break the gloom (I was not interested in advertising work, and it was purely a bread-and-butter proposition)." In 1923 a Washington Hand Press and some type were secured, and this was the first step toward the long-sought goal of a private press. Then came a brief period with Norman T. A. Munder in Baltimore, and shortly afterward Ellis came to New York where he was associated first with *The Currier* and later the old *De Vinne Press*.



The doorway of The Georgian Press

Ellis's literary and typographic interests are decidedly Georgian, and for this reason the name of *The Georgian Press* was adopted. In 1924 came "the first issues from my own press, which were Henry Stevens's 'Good Taste, Skill and Severe Training, etc,' then 'Old Ironsides,' and later, 'The Raven.' All three of these items were very small, and were really not intended as part of my program, as I had

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Mystery Revealed

Containing a Series of TRANSACTIONS and
AUTHENTIC TESTIMONIALS respecting the
supposed Cock-Lane Ghost, which have
hitherto been concealed from the Public.

Oliver Goldsmith, M. B.

— Since none the Living dare implead,
Arraign him in the Person of the Dead.

POYDEN

WESTPORT:

Printed & Published by Richard W Ellis
at the Georgian Press
1928

planned to issue reprints of rare and interesting books of the English 18th Century. One cannot have a love of certain authors, and literature, without wishing to print such books in a style that would do justice to them and give to collectors a book of both literary and typographic interest it is along this line that I am working."

As late as 1927 Ellis was obliged to have his press work done at various presses, though he had added tremendously to his equipment of type. In February, 1928, came the opportunity he had so long awaited, and shortly after he began remodeling a large and venerable barn at Westport, Conn. He was his own architect, drew all his sketches and even went so far as to supervise the workmen. As a result this "old barn" has been transformed into an ideal and somewhat remarkable printing office. On the first floor is the composing room and presses, made light by a continuous line of windows. Specimens of all sorts ornament the

walls—as I remember, there is even a print of Aldus over the drinking fountain. A stairway takes us to the study, in reality a monstrous gallery which directly overlooks the presses. Here are specimens, proof sheets, sample bindings, early New England furniture, and an enviable library, all in orderly confusion. And here indeed is a miniature printer's paradise, and an extraordinarily active one.

"Since I established my press here in Westport, I made up my mind to do nothing but limited editions of books. So we have no advertising or so-called commercial printing. This seemed essential to secure the results I wanted, for, as you know, it is difficult to train men to exceeding care and patience on fine work, and then mix in production printing. It cannot be done. The fine printing always suffers. I have two men with me: a compositor and a pressman; both are trained in careful craftsmanship, and are interested in every detail of every book that goes through the press.

"Whereas, I love to have a book set by hand, and many of our books are, I use the monotype, in our large undertakings, and then carefully go over every page and correct any slight imperfection in spacing, etc. We always print from type, even

RETALIATION

A POEM

By DOCTOR GOLDSMITH

INCLUDING EPIGRAMS
ON THE MOST DISTINGUISHED WITS
OF THIS METROPOLIS



WESTPORT, CT.
Richard W Ellis : The Georgian Press
MCMXXIX

in our hand set books—I have an aversion to electrotypes, and will not use them. We dampen most of our hand-made paper before printing; this of course is the nicest way to print such paper. Our printing is done on a Babcock Optimus cylinder press which is run slowly enough to allow for an inspection of each sheet as it leaves the press. I design all the books, and supervise all details of their printing and binding."

II. His Work

I shall not take the space to give a critique of his work to date; rather, I have added a check list at the end of this article, and will, therefore, confine my remarks to three or four of the important current projects.

Just on the press is the Rimington & Hooper edition of Voltaire's "Zadig," set in 12 pt. Italian Old Style Monotype, printed on a buff French laid paper, and bound in full cloth over bevelled boards. It is illustrated by line drawings by Valenti Angelo, which have been printed in a brown to match the case. The book measures 6¼ by 10 inches. I think Ellis sympathized with Zadig and determined

Zadig
M de VOLTAIRE

AN INTRODUCTION BY

DAVID GARNETT

ILLUSTRATIONS BY

VALENTI ANGELO



1 9 2 9

NEW YORK · RIMINGTON & HOOPER

THE CHACE

A POEM

BY WILLIAM SOMERVILLE, ESQ.

AN INTRODUCTION

BY A. HENRY HIGGINSON



GARDEN CITY:

DOUBLEDAY, DORAN & COMPANY

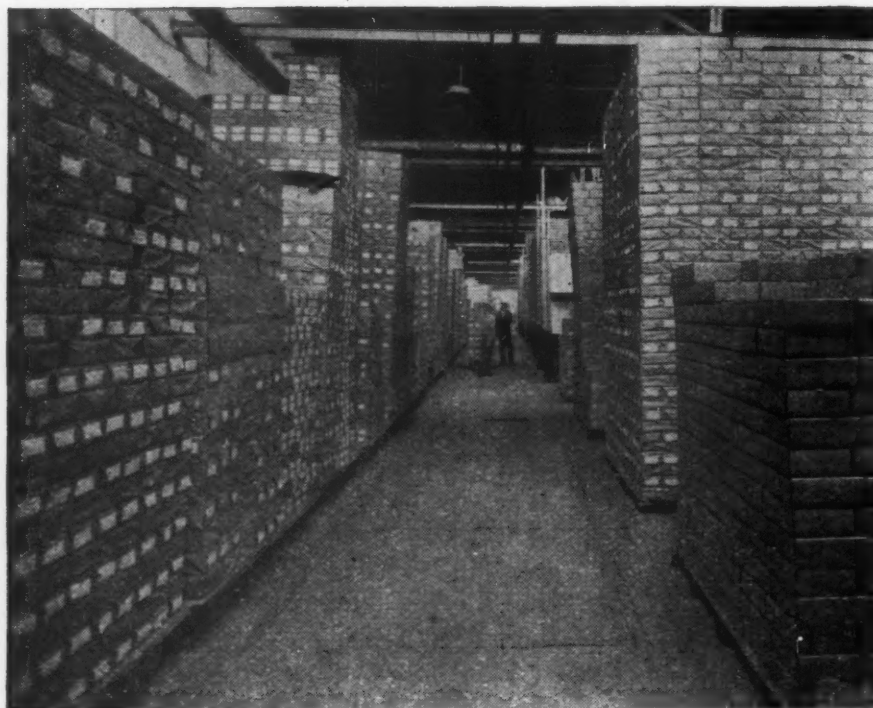
1929

to give him a splendid "send-off."

His second book for this fall, Somerville's "The Chace," published early in November by Doubleday, Doran & Company, Inc. Here Ellis is in his beloved 18th Century. He has made the book 8 by 11¾ inches, with a text page open enough to show all the beauty of 18 pt. English Baskerville. "The Chace," is illustrated by the engravings of John and Thomas Bewick, and his printing of the difficult blocks, which are run in with the text, is indeed masterly. The paper is a "slate" or "natural," the binding a vivid green, the case stamping gold on red leather. It was nothing less than a stroke of genius for the publishers to have picked Ellis to do this book, and, as a matter of fact, I know of no other printer in this country who could have done it.

His second book for Rimington & Hooper, to be published in January, is "True Travels of John Smith," an impressive folio measuring 8 by 12½ inches. The "John Smith," to my mind, will remain as one of Ellis's finest creative efforts. Its composition, intricate at best, catches at

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once the spirit of the original, and in both text, paper and binding there is a modern interpretation of the 17th Century.

III. THE MAN

Any attempt to judge Ellis and his work in the light of comparison over a period of years is, of course, impossible; that must come twenty years hence. True, his own creative work extends over a period of some fifteen years, and strangely enough I have every reason to believe that his standards and ideals are essentially the same now as they were when that first impression of his Washington hand press was made. Yet, the state of unconscious experimentation is always existent in the creator, and I know this to be especially true in the case of Ellis.

Actually, the problems of the publisher and the printer are essentially the same. It is the aim of the latter to create that which is artistically sound; it is the aim of the former to present a book retaining that "artistic soundness," yet so projected as to observe all sensible economy and offer every possible sales inducement. The printer has yet another problem, which is, in the words of Cobden-Sanderson "to communicate to the imagination, without loss by the way, the thought or image intended to be conveyed by the Author."

Ellis knows the publisher's problems (though I will frankly confess that I lately raised my eyes to heaven when R. W. E. suggested binding a ten dollar book in white calfskin). Yet, he need not tell me that each new book means a mental battle—I know it only too well. He is essentially an artist, and once a manuscript is in his hands such mere matters as costs, sale price, etc., are over the hills and out of sight. He becomes fairly incoherent. To dismiss an idea of format from his mind, if he believes it to be necessary for the proper interpretation of the book in question, is an exhausting experience. To attempt to persuade him to do something he believes basically wrong, no matter how trivial, is a waste of time—for it cannot be done. Every publisher who has worked with him goes through the various stages of exasperation, white anger, and then despair—only to bless him when the finished product is examined.

Ellis, I am certain, agrees with Aldous

Dr JOHNSON

& Mr BOSWELL

BY

HARRY SALPETER



New York:

Coward-McCann, Publishers

1929

The latest book from The Georgian Press

Huxley that "typography is an art in which violent revolutions can scarcely, in the nature of things, hope to be successful"—for he is a stylist to whom the word "modern" is meaningless, unless it be used as a synonym for simplicity. Nor do I mean "imitator" when I say "stylist," for ingenuity without "tricks" is expressed in even the most demure pamphlet from The Georgian Press.

To those who demand a book soundly made, designed by one tutored only in that which is finest and best, and printed in the manner of the disciples of Aldus Manutius, I would suggest a pilgrimage to that venerable white barn at Westport. To know Ellis is a delight, to work with him an experience, and for a publication to bear the imprint *Richard W. Ellis: The Georgian Press* is a sign of that which is so little understood, so occasionally appreciated—fine bookmaking.

CHECKLIST OF THE GEORGIAN PRESS

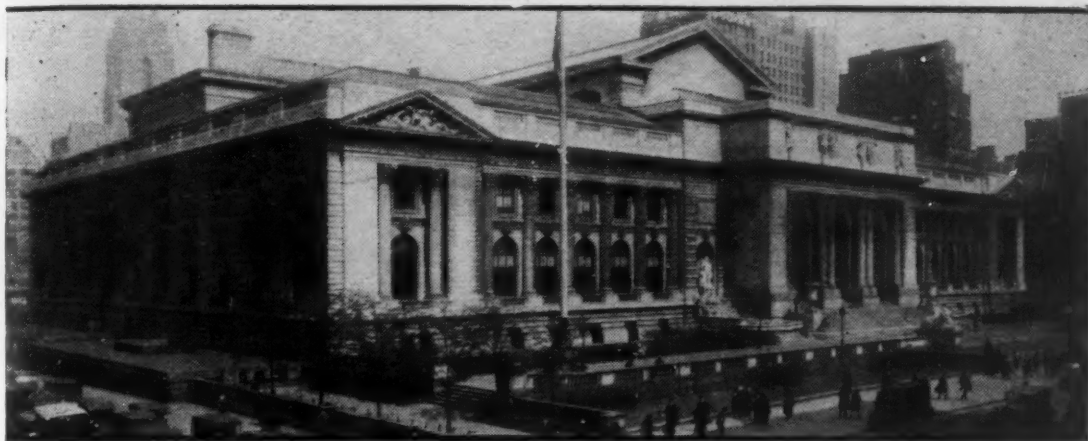
GEORGIAN PRESS EDITIONS

- "America's Typographic Playboy," by Carl P. Rollins. *March, 1927.*
450 copies. Out of print.
- "History of the Civil Wars of France," by de Voltaire. *April, 1928.*
450 copies.
- "Pastorals, with a Discourse on Pastoral Poetry," by Alexander Pope. *August, 1928.*
235 copies.
- "The Mystery Revealed, or The Mystery of the Cock Lane Ghost." *December, 1928.*
by Oliver Goldsmith with an introduction by Col. Ralph H. Isham.
375 copies.
- "Retaliation," by Oliver Goldsmith. *April, 1929.*
435 copies.
- "The Charity Bazar," by R. L. Stevenson. *July, 1929.*
435 copies.

BOOKS PRINTED FOR PUBLISHERS

- "Carbellian Harmonics," by Warren McNeil. *September, 1928.*
1500 copies, for Random House.
- "Is Bernard Shaw A Dramatist?," by Archibald Henderson. *March, 1929.*
1000 copies, for Mitchell Kennerly.
- "Sarah Simon," by Hervey Allen. *April, 1929.*
311 copies, for Doubleday, Doran & Company, Inc.
- "Zadig," by de Voltaire. *October, 1929.*
999 copies, for Rimington & Hooper.
- "Ethan Allen's Narrative," written by himself, introduction by John Pell. *October, 1929.*
1,500 copies regular edition. 325 copies on hand made paper. Reprinted from the first edition, for the Fourth Ticonderoga Museum.
- "The Chace," by William Somerville. *November, 1929.*
375 copies, for Doubleday, Doran & Company, Inc.
- "True Travels of John Smith." *January, 1930.*
377 copies, for Rimington & Hooper.





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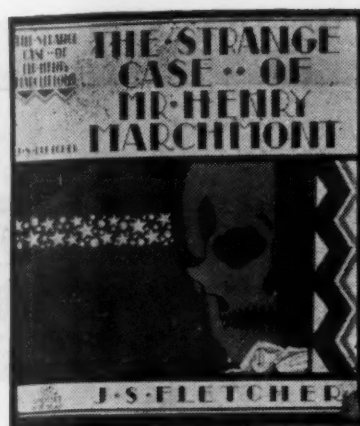
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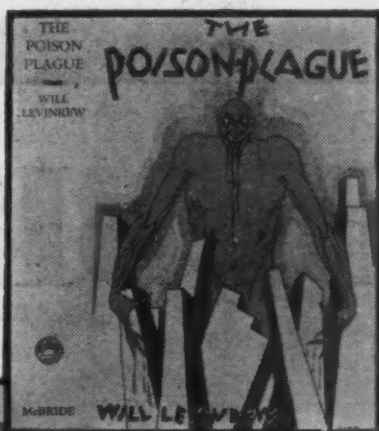
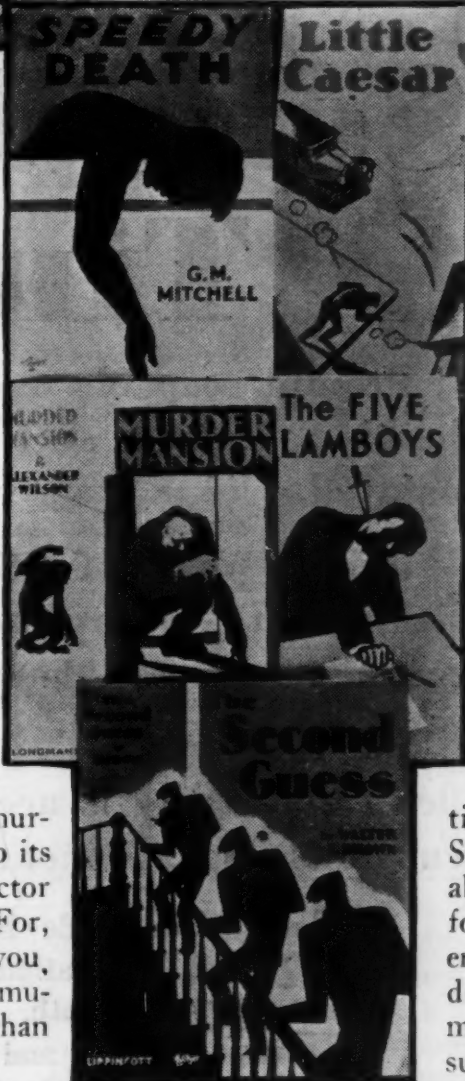
Murder Jackets



THE writing of a successful murder-mystery story holds for the author a peculiarly distinct problem in the mechanics of arrangement, balance, ingenuity and novelty. The same problem confronts the publisher and his artist in the designing of a suitable jacket for the story. For there have been plenty of thrillers, and thrillers always revolving about the simple if somewhat profane theme, murder. It is hard to invent novelty for such a well-explored literary field. But here is where the murder story jacket comes into its own as an important factor in the sale of its book. For, as any crook will tell you, there is nothing more stimulating to the buying urge than a first-class jacket.

The one and only end of a murder story jacket is to incite curiosity. It may do this by shocking you. And it is usually the weird, the horrible which immediately startles. Such a jacket is that, reproduced here, of Alexander Wilson's "Murder Mansion," done in black and red, the hands of the ape very red indeed.

A second and perhaps more intellectual way of inciting curiosity is to reproduce on the jacket an intense, exciting moment of the story, that moment which is really the motivating force of the plot. This is the pictorial method and is illustrated by



four jackets here reproduced: "Speedy Death," published by the Dial Press, "Little Caesar," also a Dial Press publication, "The Five Flamboyants," Little, Brown, and "The Second Guess," Lippincott. All were designed by Politzer. It is interesting to note the different quality in each of the pictorial moments reproduced on the jackets. In "Speedy Death" and "The Five Flamboyants" it is a moment of action which has passed and yet lingers on as a vital force. In "Little Caesar" it is a present action, rapid and obvious. "The Second Guess," which is probably the most successful of the four, both represents the present moment and suggests that dire deed which the present moment is leading up to. It is subtle and insinuating. It both startles and narrates.

The third manner of inciting curiosity is the symbolic method, used in the two remaining jackets at the top of this page. Here, for example, in "The Strange Case of Mr. Henry Marchmont" jacket the old, worn-out symbols of murder—the dead body, the element of night when the murder was probably committed, are conventionalized into an effective design which catches the eye by its stylized quality.

Color is an extremely important feature of the murder jacket. It should be always simple and vivid, never weak or sloppy.

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The Bookbinders' Convention

THE tenth annual convention of the Employing Bookbinders of America was held in Cleveland at the Hotel Statler, October 17 to 19. In the first open session, Thursday morning, Chairman of the Convention Committee, Alfred Cahen, who is president of the Commercial Bookbinding Company of Cleveland, welcomed the convention to the city and reviewed the progress of the organization during the ten years of its work. In the afternoon session, following the business reports of the morning, Marion Humble, Executive Secretary of the National Association of Book Publishers, reviewed in detail the progress of the booktrade since 1919.

The record of new titles and new editions shows 1919 to have been the low ebb of the trade with 5,741 titles as compared to 10,607 in 1913. Last year, the best since the war, showed 9,176, while titles recorded this year show an increase of 1,100 over the same period of last year. 1929 will be the first year since the opening of the war in Europe to equal the 1913 production record.

The record of the number of volumes produced shows an even greater increase with 126,000,000 for 1919 and more than 227,000,000 in 1927, the last year for which the count is complete. She cited the benefits of the lower postal rate, and the results of the lecture bureau activities. Book publicity in newspapers has shown a remarkable jump, as evidenced by the 208 papers in the country carrying book review departments in 1922 as compared with the 368 in 1929. In regard to the promotion of book interest, Miss Humble said:

"During the summer this year the amount of money spent jointly in the past by the book publishers and bookbinders to increase the market for books reached the half million dollar mark.

"Though we cannot claim all the credit in increasing book interest, as there are many other factors at work, especially the American Library Association publicity, and the extension work of many individual

public libraries and state library organizations, we want to remind the reader that it is no accident that people are reading more than ever, that the booktrade is on the upward path, and that the rate of progress is increasing.

"In addition to this fund spent for co-operative educational and publicity work by publishers and binders, the advertising of individual publishers and booksellers has increased tremendously."

A committee of six was appointed to make plans for future cooperation with the National Association of Book Publishers in its promotion work.

Following Miss Humble in the afternoon session, Judge Willis Vickery delivered an address, "Bookbinding as Allied to the Fine Arts." Judge Vickery has one of the most famous private collections of fine bindings and rare editions in America. His Shakespearian collection is one of the finest extant, including copies of each of the four original folio editions as well as fifteen of the rarer quarto editions. In his talk, he explained his attitude toward fine bindings as works of art, and traced the history of printing from the Chaucer published in 1476, through the work of Grolier whom he termed as "the greatest of all booklovers," the alliance of the arts of binding and printing in the sixteenth century, and the work of Caxton. Then he skimmed the modern presses and discussed the work of the Rowfont Bindery in Cleveland which he established. He closed with showing that bookbinding can vie in greatness with any of the fine arts.

The report given by Martin R. Speelman, superintendent of the Government Bindery, reiterated its willingness to cooperate with the commercial organizations in any way possible in the work of improving the processes of the industry. He explained the possibilities of using the Government Printing Office as a laboratory for the publishing trades, and read a description, written by Mr. Carter, of the work being done at present in research on

* This report of the Cleveland convention is made possible in the *Publishers' Weekly*, through the cooperation of the *Bookbinding Magazine*.

printing and binding. He cited the fact that there is no department of the Government that does for this industry what the Department of Agriculture does for farming, and stated that it was his hope that the Government office could in the future fill this need.

At the meeting of the Edition Binders Group on Friday morning W. J. Marsh, superintendent of the bindery division of Ginn and Company at Cambridge, discussed his production experience. He said that while the durability of books has been a chief concern for years, and they had asked for samples whenever complaints had come to them, they feel that the most frequent cause of bad wear is abuse. After all, a book is nothing more than the right kind of paper, cloth and adhesives, properly put together, and a careful study has been made to obtain the maximum of wear from materials.

At this session Mr. Baylis read a suggestion from Mr. Mershon, asking that a committee be formed to meet with the pub-

lishers with a view of eliminating trade waste. The Edition Binders Group lacked the authority to appoint such a committee, but adopted a motion to recommend a committee to the convention with Mr. Conkey as chairman and made up of Messrs. Bird, Vail, Palmer, Mershon, Statenstein and Shrifte.

In the afternoon Otto S. Ege, Honorary Vice President of the American Institute of Graphic Arts, gave an address, "The Book Beautiful." He brought with him outstanding examples of old and fine bindings with which he illustrated book-making in keeping with text. He also stressed the importance of development of new binding materials.

The Saturday morning session was devoted to business of the organization and election of officers for the coming year. With the progress shown in the trade and unusual interest in the activities of the organization, the 1929 convention is regarded as the most successful since the group was formed in 1919.

Problems Facing the Printing Industry Discussed in Pittsburg

THE problems that face the printing industry will be discussed at the conference for technical men in printing to be held in Pittsburg, November 7 and 8. The conference, sponsored by the American Society of Mechanical Engineers, will be of international scope with the assured attendance of delegates from Russia, Germany, England and Japan who will speak during the program. Leaders in the printing trades in America will take part, and twenty-two national and international organizations connected with all branches of the graphic arts have indicated that they will cooperate by sending delegates.

The National Association of Book Publishers has been invited to send two delegates; and will be represented by Robert O. Ballou, of Jonathan Cape and Harrison Smith, and Frederic Melcher of the *Publishers' Weekly* appointed by Joseph Wharton Lippincott.

George H. Carter, Public Printer of the United States, will deliver the keynote address, "The Necessity of Research in the Printing Industry." Franz Helmberger of Berlin will speak on the technical development of the industry in Germany, T. Morimura, engineer of the Mitsui Company of Tokio, will deliver a talk, "Why the Fastest Printing Press is in Japan," and principal of the London School of Printing, John R. Riddell, will speak on "What British Printers Are Doing to Encourage Research."

The conference is being organized by the Printing Industries Division of the A. S. M. E. of which Edward P. Hulse is chairman. The recommendation that such a meeting be called was made by A. C. Jewitt, chairman of the committee on Survey and Research, who is director of the College of Industries, Carnegie Institute of Technology.

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Guide to Modern Presses

WILL RANSOM'S "Private Presses & Their Books" was published on November 1st, by the office of the *Publishers' Weekly*,—a tool for the bookseller, librarian and collector of fine printing. After exhaustive research Mr. Ransom, himself one of the pioneers in the modern revival of printing, has gathered the data about the output of over 300 presses with nearly 3,000 titles to their credit and this list is prefaced by a history of the whole movement from Strawberry Hill to present day. Both text and check-lists are made the more useful by reason of an elaborate index which supplies a guide to proprietors of presses, designers, authors, titles, illustrators etc.

The book itself has been manufactured under the supervision of Mr. Ransom in cooperation with W. A. Kittredge of the Lakeside Press, Chicago, and 1,200 copies have been printed for America and England.

Among the check-lists there are many that will be especially appreciated by students of typography and collectors as detailed information has not been previously available.

David Hunter	Montague Press
The Clerk's Press	Grabhorn Press
Dunster House	Officina Bodoni
Elm Tree Press	Pynson Printers
The Fleuron	Random House

As well as authoritative and exhaustive lists with bibliographical details of such well-known imprints as Daniels Press, Doves, Kelmscott, Vale, Ashendene, Merrymount, Mosher and others.

To be Published in November
THE BUILDING OF A BOOK
with chapters by various specialists
Edited by Frederick H. Hitchcock
 PRICE \$3.00
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 62 West 45th St.

The Fairfield Press

Paul Johnston, well known as a typographer and writer on typography, has established the Fairfield Company at Norwalk, Conn. for the production of fine books for the general publisher. Production is to be done at 228 East 45th Street, New York. In his announcement Mr. Johnston says that he is particularly interested in the problem of the general publisher who has a few books each year that could be better marketed if careful attention was paid to the beauty of their production. The Fairfield Press expects to be an experimental project in producing such special books for publishers. Mr. Johnston is a designer as well as a typographer, and can outline the designs for title-pages, chapter heads, etc., as well as see the book through the press and the bindery.

The Angel Alley Press

THE private press of Edwin O. Grover called "The Angel Alley Press," which he conducts at Rollins College, Winter Park, Florida, has just issued a brochure entitled "Roadmakers," which, in a few pages illustrated by old cuts, sums up the contribution made to history by four great printers, John Gutenberg, Aldus Manutius, William Caxton and Stephen Daye.

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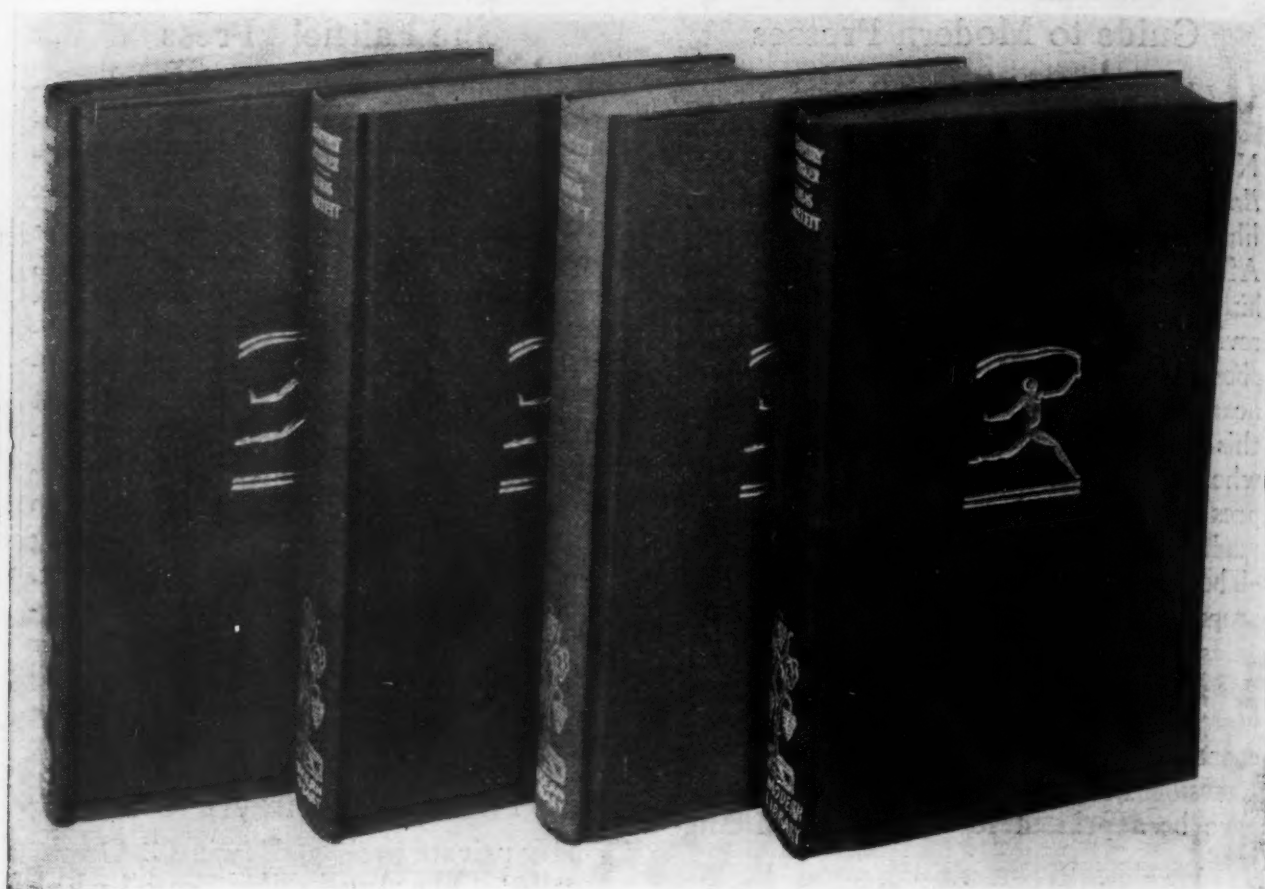
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School Financed by Paper Industry

THE Institute of Paper Chemistry, a graduate school for training chemists for the pulp and paper industry, will be established at Lawrence College, Appleton, Wis. The new school will be financed by the paper industry of Wisconsin and is reported to be the first case in which an industry has cooperated with a college to provide a school in its particular field. The Institute is planned to train students in pulp and paper chemistry and to place at their disposal a comprehensive research laboratory. Also it will aim to centralize and coordinate research in the interest of the whole industry and, when desired, facilitate research in specific problems of individual concerns. It will be governed by a board of trustees representing both Lawrence College and paper industry. Ninety per cent of the paper mills in Wisconsin have agreed to participate in the project.

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